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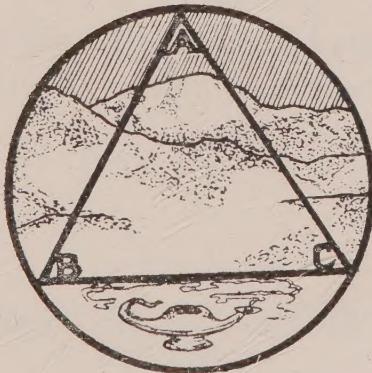


# PSYCHOLOGICAL ADVERTISING

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of Psychological Experiments.



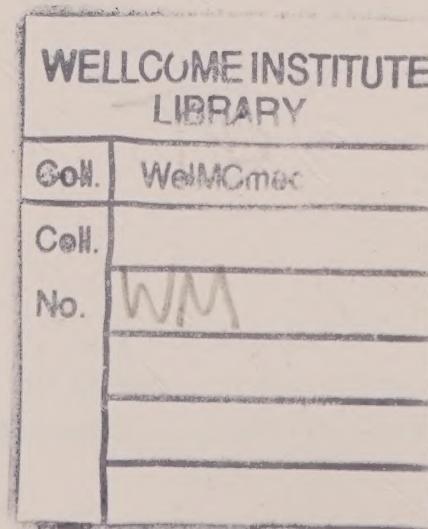
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1915

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*To my mother*

PSYCHOLOGICAL ADVERTISING

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## PREFACE

The business men of America have learned to apply the results of scientific research everywhere. More advertising is done in the United States than in any country. These chapters present the fundamental psychological factors underlying advertising appeals. An effort has been made to avoid technical or confusing terms.

The first twelve chapters appeared substantially as they are now in "Judicious Advertising," published by Lord and Thomas of Chicago.

This book is intended for students of advertising, business men, and all those who are interested in the commercial life of our country.

J. V. B.

Colorado Springs, Colorado,  
December, 1914.

## CHAPTER I.

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# AN INTRODUCTION TO THE LAWS OF HUMAN BEHAVIOR AS AFFECTED BY ADVERTISING FORCES

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**Some Reasons for Lost Motion in Advertising.  
The Problem of Reducing This Waste—What  
Can Be Learned From an Observation of  
Men's Activities—The Testing of Appeals  
by Artificial Means—Instincts, Mem-  
ory, Association of Ideas, Sugges-  
tion — Fundamental Principles  
That Underlie Human Behavior  
as Affected by Advertising  
Forces.**

It is the business of the advertiser to change, modify and direct the activities of a buying public. According to various estimates from \$700,-000,000 to \$1,000,000,000 are spent in the United States each year in the different forms of advertising. How much of this enormous sum has been spent by those who had reliable information concerning the laws of human behavior?

### **The Reason for Lost Motion in Advertising.**

Much of this money undoubtedly has been

wasted in unorganized, hit-or-miss methods. The energies of a great army of men have been dissipated because of insufficient knowledge of people's methods of thinking. Advertising students have asserted that about fifteen to twenty per cent. of the newspaper and magazine ads are worthless. If this is true, and doubtless it is, over \$125,000,000 are spent by the business men of the country each year that do not bring the proper returns.

An attempt will be made here to show how a study of Psychology can avoid some of this waste.

Some one has said that Psychology is the process of thinking how this thinker thinks things thinkable. It is certain that this science has to do with the consciousness or the thinking, knowing part of the human being. This thinking, knowing process that goes on within us makes up our behavior. So Psychology may be defined as the science of behavior, or the science of consciousness.

### **Observe the Reaction of the Advertisement.**

The only way we can know the mind of men is to observe man's activities. This subject has become a systematic observation of behavior.

Adopting the methods of the psychologist the ad writer can systematically observe the reactions to his ads, rejecting those that meet the public disapproval and adopting those that have popular approval.

Statements concerning the likes and dislikes of men and women cannot be limited to a series of aphorisms or chance observations about man. They must be the result of numerous painstaking observations and experiments. The laws of Psychology have been formulated from more or less carefully chosen data. Therefore they possess a wide validity and are not likely to be modified by popular prejudice or ill founded tradition.

### Testing Appeals by Artificial Methods.

The careful selection of data has brought about the experimental method in Psychology. All our leading universities and colleges now have their psychological laboratories. The experimental method is a method essential to the advertiser. His appeals can first be placed under artificial conditions nearly like those that they will eventually occupy, and their drawing power calculated.

### **Senses and Emotions.**

The reading matter and pictures we place before the public involve the gateways of knowledge, the senses. The creation of certain moods is essential. A feeling of discomfort, anger, pain, etc., always brings on a negative or a rebellious reaction. Therefore, if we wish to spur an individual to a positive response, give the pleasant stimulus. The "after taking" picture is always the better one to publish.

No pain or discomfort should be given the reader of an ad without immediate chance for relief. The matter of positive favorable response involves the whole psychology of the **emotions**.

### **Instincts, Memory and Association.**

The mother's love for her child is universal. Men like combat and contests. The lure of the wild comes back to us from time to time. Certain connections seem to be made in our nervous systems that bring about the same result every time. The small bow on the left side of a man's hat is the relic of the plume in the days of knighthood. These racial memories or habits are so fixed that we cannot escape an appeal made to them. This study opens the whole field

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of **instinct**. Various commodities are related to their respective instincts to which they appeal.

Did you ever go to a store to buy several articles, and, while there bought seven different things but failed to recall the eighth? Somewhere you saw an ad of just the contrivance you wanted, but the name of it has slipped your mind. Now, Mr. Advertiser, it was your business to burn the name of your commodity upon the plates of the public memory. Why did you fail? Perhaps you did not know that the first and last words and phrases are remembered longest.

It is easy to remember by contrasts. Logical sequence enables us to go from one fact to another. Repeat a word or phrase long enough, or strong enough, loud enough, and often enough, and even the feeble minded cannot forget it. This is the teaching of the psychology of **association and memory**.

### **The Mysterious Power of Suggestion.**

Springtime turns the young man's fancy to thoughts of love; the rippling brook lures the school boy from his task; a graveyard at midnight makes us think of ghosts; on circus day we all buy a bag of peanuts and red lemonade.

Perhaps your advertisement for chocolate bon-bons failed because it was placed beside an ad for corn cure. Your sale of fine jewelry was poorly attended because in your announcement in the daily papers there was nothing in the form or border of your ad that suggested the least sense of the artistic. The instances suggest their importance of suggestion. Suggestion is the subtle power with so much influence that it has been considered mysterious.

Yet the laws of suggestion are simple and easily understood. Personal magnetism, hypnotism, faith cures, the evil eye, personality are all forms of that stimulus which coming from without makes the subject think he decided to do the thing himself. Many a young man has been led to the marriage altar because of the suggestion of some gypsy in the fortune she told. The best sale is the one in which the purchaser feels himself doing the buying while in fact the whole transaction has been adroitly suggested by the salesman. Advertising is the giving of suggestions a little further removed from the prospective buyer, therefore it is imperative that some knowledge of suggestion is at hand.

No doubt enough has been said to convince the reader that a knowledge of Psychology is

essential to dependable work along advertising lines. Psychology does not embrace the whole field of advertising; other fields of knowledge are essential. But if the advertiser is equipped with the fundamental principles which underlie human behavior as affected by advertising forces, he is better prepared by far for the work of conducting successfully his advertising and selling activities.

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### **Questions and Suggestions.**

1. Why is the study of Psychology essential in advertising?
2. Define Psychology.
3. What is a psychological experiment?
4. What are some of the topics taken up in a study of psychology and how are they related to advertising?

**NOTE:** The reading of any standard text book on Psychology will be found helpful.

## CHAPTER 2

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### TESTING AND RECORDING THE VALUE OF APPEALS IN COPY BEFORE THE ADVERTISEMENT IS INSERTED.

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Checking Up Values From Keyed Results Gives Data Only After the Money Is Spent—A Simple Laboratory Method That Determines the Value of the Advertisement Before Money Is Spent for Its Insertion—Results From Laboratory Tests Coincide With Those From Keyed Results—Methods of Conducting the Laboratory Tests—A sample Record From a Laboratory Test.

The successful advertiser must observe human behavior carefully. The psychologist also must carefully observe and analyze human behavior. In this the ad-man and the psychologist have a common problem.

In Chapter I arguments were presented to show how and why the psychological studies of the past few years have developed a system of methods and facts that are directly applicable in the field of advertising. It will be the object of

this article to give some clear, simple methods for checking up or testing an advertisement before it is put into the printer's hands.

### The Extravagance of Waiting for Results From Keyed Advertisements.

Various "checking up" systems have been used from time to time. Most modern business men have 'keyed" results of their advertising matter in one way or another. Considerable difference of opinion exists as to the value of the resultant data. Most of it has been obtained by means of the return coupon, different boxes for returns, mentions of respective mediums, trials of various advertising forms at various times, trials of various mediums at various times.

Each of these methods indicates in a way the success or failure of the copy used. **The greatest objection, however, is that the money must first be spent before any data on the advertisement can be obtained. Experiments of this kind, while of great value, are expensive.**

The methods to be proposed here are statistical in their nature. In education, mental efficiency, relation of mentality to physical ability, and kindred topics, a great number of subjects have been examined and the results recorded.

Generalizations were then drawn from these records. This method corresponds with the checking up methods that have been going on in advertising.

Another method used by the psychologist has been the exhaustive study of a few typical cases. Sometimes when the typical cases were not available the psychologist is able, by means of adjusting his environment in a laboratory, to create the condition about which he wished to inquire. This latter method is of especial value.

Advertising is developed along various lines. Different appeals are made prominent. Sometimes the advertisement is one-fourth printed matter and three-fourths illustration, or vice versa. Magazines have charged and received enormous sums for color printed pages. It is evident that the ad-writer can comply with the first part of the experiment, in that he can create an advertisement about which he can profitably ask some questions.

### **A Simple Method of Conducting the Tests.**

The first step in the testing process is a clear statement of the problem. Is it color, size of illustration, position, type, nature of appeal? Some one factor must be brought out to the rela-

tive exclusion of the many other complex factors before very much can be done in estimating the relative value of different forms.

Extensive studies of groups of advertisements have been made and their results reported in long, technical articles. Strong in his study of "The Relative Merit of Advertisements" (Archives of Psychology, No. 17, Science Press, New York, 1911) presents a careful and exhaustive analysis of a large series of advertisements. His conclusions no doubt are valid, but his statistical method is too complicated to be of practical value to the business man. His work, however, is of great value to those who have the time to follow all the tables. After a careful inquiry among business men who had read the book none were found who were using his method for arriving at the relative merit of their "copy."

### **Laboratory Results Coincide With Those of Keyed Returns.**

On the whole the usual methods for finding relative merit have been too complicated for business use. The method to be presented here will be an adaptation that is simple and the results of which can be arrived at quickly.

Among the first questions that arise are these: Will the results of an experiment of this kind be reliable? Can a business man depend on this method in sending out his copy?

Strong says: "It has been found that the methods used by himself (Strong) give results in close agreement with known advertising returns."

Hollingworth, in making a study of a set of five lathe advertisements from the Bullard Machine Tool Company, found a complete agreement between the results secured from the "order of merit method" (statistical) and actual business results.

Several students in the writer's classes have made extensive studies, checking them wherever possible, with the actual business results. In every case the two results have agreed. So convincing were the results of one of these young men, who made a rather exhaustive study, that he was appointed advertising manager for a large daily newspaper and immediately won the confidence of the business men of the city who trust him with the planning of their advertising campaigns. He continues to apply the methods here presented and as far as

the writer knows has not gone wrong in a single case.

It appears, then, that advertisements **can** be tested before they are published, and that the results of these tests are reliable. This holds for poster, bill board, street car and other forms of advertising, as well as for newspaper and magazine advertisements.

### How to Conduct the Test.

First, obtain several copies of advertisements illustrating the different phases of your problem. These can be made up or, when it is possible, selected from advertisements already in existence. These advertisements should be marked with letters—A, B, C, D, etc.—signs, or any other distinctive characteristic. It is better not to use numerals for the simple reason that they are likely to be confused later with the numbers that show their relative merit.

Having obtained a marked series of advertisements, the next step is to present them to a number of people representative of the class to whom the advertisement is to be addressed. These can always be found among your friends and acquaintances. The advertisements are to be looked over in a casual way much as real advertisements. After looking them over these

subjects are to classify them in the order of their merit. This is the mode of procedure for measuring the **attention value** or so called pulling power.

If the **memory value** is to be tested, the advertisements are examined in the usual manner, then taken away from the subject who gives from memory the phrases, nature of illustrations, etc., of the advertisements he has seen. A record is kept of these replies in the order they are given.

In recording results, mark the advertisement ranked as highest in merit with the highest number of the series. The highest number will always represent the highest grade. Thus, if there are ten advertisements in the series, the best one for any one individual will be recorded 10.

This method is somewhat different from those usually employed, but its convenience will become evident in memory tests. Part of the advertisements presented will be forgotten; they are therefore recorded as 0. If a reverse order were used it would be hard to assign a value to the forgotten advertisements, which complicates the statistical method. These records go to make up a table showing the ads and the respective judgments.

## A Sample Record From a Laboratory Test.

Here is an example which illustrates the method.

In the accompanying table the advertisements are represented by the letters A. B. C. D, E, F, G, H, I and J. The subjects or people who classified them are represented by the Roman numericals I, II, III, IV, V, VI, VII, VIII, IX and X. The judgment of the order of merit was placed under the letter representing the respective advertisements. Thus, observe, I ranked advertisement G as the best; it was marked 10; J was next, being marked 9; B was poorest, therefore it was marked 1.

In the () beside the numbers are shown the deviations from the average. The sum of these deviations, without regard to algebraic signs, averaged, gives the mean variation (m.v.). The purpose of the mean variation is to indicate the amount of agreement. Advertisement G is clearly the best one because of its high average, 9.5. Its mean variation is comparatively small showing that there is considerable agreement among the subjects. Advertisement A shows a great diversity of opinion as shown by its large mean variation. It appealed very much to some and very little to others.

	A	B	C	D	E	F	G	H	I	J
I	8(1.8)	1(.4)	6(.6)	2(.4)	7(1)	3(.8)	10(.5)	5(.7)	4(.8)	9(.4)
II	10(3.8)	2(.6)	7(.4)	1(1.4)	6(0)	3(.8)	9(.5)	4(1.7)	5(.2)	8(.6)
III	3(3.2)	1(.4)	5(1.6)	3(.6)	7(1)	2(1.8)	10(.5)	6(.3)	8(3.2)	9(.4)
IV	9(2.8)	1(.4)	6(.6)	2(.4)	5(1)	3(.8)	8(1.5)	7(1.3)	4(.8)	10(1.4)
V	2(4.2)	3(1.6)	7(.4)	1(1.4)	4(2)	9(4.2)	10(.5)	6(.3)	5(.2)	8(.6)
VI	9(2.8)	1(.4)	8(1.4)	2(.4)	6(0)	3(.8)	10(.5)	5(.7)	4(.8)	7(1.6)
VII	2(4.2)	1(.4)	8(1.4)	4(1.6)	3(3)	5(1.2)	9(.5)	7(1.3)	6(1.2)	10(1.4)
VIII	1(5.2)	2(.6)	6(.6)	4(1.6)	8(2)	5(1.2)	10(.5)	7(1.3)	4(.8)	9(.4)
IX	10(3.8)	1(.4)	6(.6)	3(.6)	8(2)	2(.18)	9(.5)	5(.7)	4(.8)	7(1.6)
X	8(1.8)	1(.4)	7(.4)	2(.4)	6(0)	3(.58)	10(.5)	5(.7)	4(.8)	9(.4)
Totals	62(33.6)	14(5.6)	66(8.)	24(8.8)	60(12.)	38(14.2)	95(.6)	57(9.)	48(9.6)	86(8.8)
Av.	6.2	1.4	6.6	2.4	6..	3.8	9.5	5.7	4.8	8.6
m. v	(3.30)	(.56)	(.8)	(.88)	(1.2)	(1.42)	(.6)	(.9)	(.96)	(.88)

A table showing the method of calculating the relative merit of advertisements.

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Advertisers will find here a simple method for checking their advertisements. The opinions of four or five are worth more than the judgment of one individual. If the judgments of ten or a dozen people can be secured, so much the better. By using this system from time to time we avoid the danger of falling into a rut or of becoming set in our own opinions.

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### **Questions and Suggestions.**

1. Secure several advertisements for the same article, viz: pianos, soap, clothing, etc., and ask your friends to classify them in the order of their merit. Take this data and calculate the positions for each.
2. Look through the ad-section of various magazines and find as many different systems for keying advertisements as possible.

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### **Some Simple Statistical Methods.**

#### **The Mode.**

The mode of a series of measurements is the value of that measurement which appears the

greatest number of times. A group of measurements may have more than one mode, in this event a more accurate definition of a mode would be, that a mode is a measure that appears more frequently than the measure above or below it in an ascending or descending order of values.

One way to find a mode is to actually list the number of cases that fall within the range of each measurement, the measurements being taken up in regular ascending or descending order. The modes can be located directly from this data. For the students in experimental psychology it is good practice to plot a curve that shows the distribution of the measurements graphically. When the measurements are so accurate or so distributed that they do not fall into groups, the measurements can be divided into 5, 6, 7, 8, etc., ranges of values and all cases counted in one group that fall within the range of those values. The higher points on the curves of distribution are the modes.

### Average.

The **arithmetical mean** or average is found by dividing the sum of the measurements by their number.

$$\text{Average} = \frac{\text{Sum of measurements}}{\text{Number of measurements}}$$
$$\text{or } \text{Av.} = \frac{\sum m}{n}$$

Av. is average.

$\Sigma$  is sum of.

m is measurements or magnitude.

n is the number of cases from which the records were used.

It is evident that each measure must be accurately recorded and that for a large number of measurements it requires much labor to find the average.

Where a large number of measurements are to be dealt with a **weighted average**, or weighted arithmetical mean will often suffice. This value is found by dividing the whole range of measurements into a limited number of groups and recording the number of cases that fall within that group. The weighted average can then be found by multiplying the measure of each group by the number of cases found in that group and dividing the sum of the products by the total number of cases or measurements represented.

$$Av_w = \frac{\Sigma (m.f)}{n}$$

$Av_w$  is weighted average.

$f$  is the frequency or number of cases in each group.

### Median.

The median or central value represents that measurement above and below which an equal number of cases lie when the whole series has been arranged in an ascending or descending order. To find the median record each individual measurement in its order of magnitude beginning with either the lowest or the highest. Then count down the series until you find the central measurement.

$$Mn = \frac{n+1}{2} \text{th measurement}$$

$Mn$  = Median

The median gives little weight to the extreme deviations which is often an advantage in psychological experiments.

### Mean Variation.

To find the mean variation or average deviation, first find the average, (mode or median) then subtract each individual record from the average which gives a series of deviations. Add

the deviations **regardless of the algebraic sign**, then divide by the number of cases.

$$\text{M.V. or a.d.} = \frac{(\text{av.} - m_1) + (\text{av.} - m_2) + \dots + (\text{av.} - m_n)}{n}$$

$$\text{or m.v.} = \frac{d_1 + d_2 + d_3}{n}$$

$$\text{or, m.v.} = \frac{\sum d}{n}$$

**m.v.** = mean variation.

**m.** = individual measurement or record.

**d.** = individual deviation.

### Standard Deviation.

Statisticians often call for the standard deviation. Many experimenters believe it to be more accurate than the mean variation. It can be found by taking the square root of the average of the squares of the individual deviations. The standard deviation is often indicated by lower case sigma ( $\sigma$ ). In psychology this use of lower case sigma is likely to prove confusing because  $\sigma$  is also used to designate "thousandths of a second" in chronometric work.

$$\text{S.D. or } \sigma = \sqrt{\frac{d_1^2 + d_2^2 + d_3^2 + \dots + d_n^2}{n}}$$

$$\text{or, S.D.} = \sqrt{\frac{\sum (d)^2}{n}}$$

**S.D.** = standard deviation.

If  $n$  is less than 50 the formula is often modified by substituting  $n-1$  for  $n$ .

### Probable Error.

The probable error of any measure is the measure of the limits above and below the average in which half of the individual measures are included. The probable error can also be defined as that value above and below which lie 50% of the cases. It can be found directly from S. D. by multiplying by .6745.

$$P.E. = 0.6745 \text{ S. D.}$$

P.E. is the probable error.

The above is for an individual case in the series.

The reliability of an average can be indicated by the P. E. of av. which is found by multiplying the product by the square root of the number of measurements or cases.

$$P. E. \text{ av.} = \frac{0.6745 \text{ S. D.}}{\sqrt{n}}$$

### Curves and Diagrams.

Many psychological traits vary or distribute themselves within certain limits. A list or statement of the frequencies of each measurement is valuable but the facts can often be made more

vivid by means of a visual presentation. It is good practice whenever possible to represent the results graphically.

One of the simplest types of curves is represented in the time needed for the performance of a given task, for the first trial, and after having repeated the performance.

The repetitions can be located at regular intervals along a line and the time can be located by a point directly above the point on the base line representing that trial. The distance above the line should be directly proportional to the time. A point above the line should thus be located for each trial or the average for each group of trials. Connecting the points by means of straight lines, a graphic representation of the increase or decrease of time consumed will be obtained.

This method can be used whenever two factors enter into the record. Groups of variables often appear where the mere distribution of cases is important regardless of the order in which they came. These can be shown by having various ranges of values, or quantities represented along a base line and erecting above each division a column proportional to the number of cases that fall within the range of the

values or quantities of that division. Such a curve will appear as a series of rectangles standing along side each other. Sometimes the distribution comes out more clearly by joining the mid-points of each of the columns.

The number of groups represented on the base line and the distance by which each case is to be represented depends on the nature of the data and the purpose for which the graph is made.

## ORDER FORM (Good Until March 15)

Manager, Encyclopaedia Britannica, Cos. 6.  
116 West 32d Street, New York

Send me the Britannica Year-Book (1913) (indicate by x the binding desired).

Bound in Cloth

Full Flexible Sheep

I enclose { money order  
check

Full Flexible Suede

for £

Full Flexible Morocco

Name \_\_\_\_\_

Address \_\_\_\_\_

The John C. Winston Co., R. R.  
Winston Bldg., Philadelphia 5-13

You may send me your 100-page Illustrated Specimen Book and your Special Introductory Offer of the Cumulative Revision Service FREE. I assume no obligation.

Name.....

Address .....

Per Advt, in

**Nat'l Geographic**

Send sample pages, maps, etc.

Name.....

Address.....

## CUT OUT AND MAIL THIS COUPON

**DODD, MEAD & CO., 449 Fourth Ave., New York**

Send samples of printing, paper, illustrations, and details of small-payment plan of the New International Encyclopædia.

Name.....

Address.....

Town .....

State..... Cos. 168.

## Current Literature Publishing Company,

134 W. 29th Street, New York City, Department R. D.  
Please send me your large Chart descriptive of "Great American Debates" and showing the legislative history of America and the names of the great debaters who were instrumental in shaping the government of America from Colonial times to the present day. This inquiry places me under no obligation to purchase "Great American Debates," but in the event of my wishing to do so, this coupon, if used within the current month of issue, entitles me to 30 per cent. discount off the publication price of the first three editions.

Name .....

Address .....

Showing methods for keying advertisements.



J.R. 5-13

**John  
Wanamaker  
New York**

Send me, charges pre-paid for examination, the **PHOTOGRAPHIC HISTORY OF THE CIVIL WAR** in ten volumes, silk cloth binding, gold tops, gold backs. If it is not satisfactory, I will return it at your expense within five days after I receive it. Otherwise I will pay you \$2.00 a month for 17 months.

Name.....

Occupation or Business.....

Business Address.....

Address for Books.....

*CUT OUT AND MAIL THIS COUPON***DODD, MEAD & CO., 449 Fourth Ave., New York**

Send samples of printing, paper, illustrations, and details of small-payment plan of the New International Encyclopædia.

Name.....

Address.....

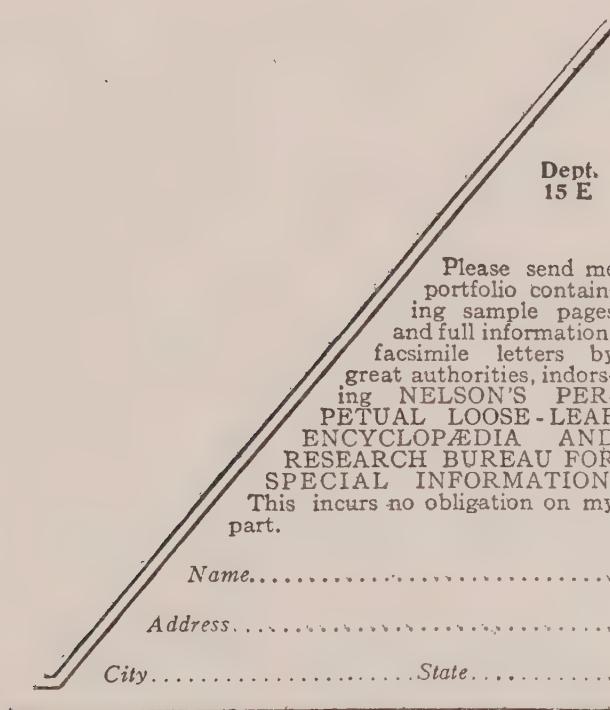
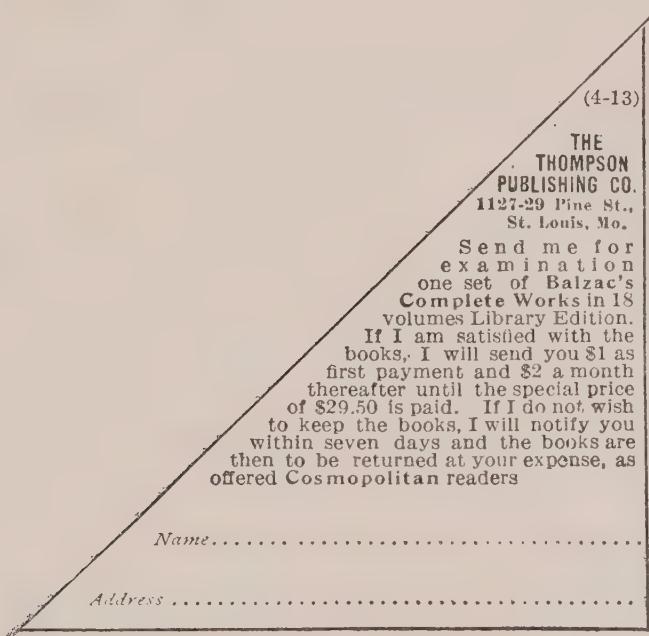
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State.....

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Showing methods for keying advertisements.



Showing methods for keying advertisements.

## CHAPTER 3.

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### ADVERTISING AND HABIT.

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**Prevalence of the Ad-Reading Habit Among Americans — How Habits Are Formed.**

**Application to Advertising—Commodities Controlled by Habit—The Habit-Forming Advertisement—Importance of Beginning and End of the Copy—Repetitions—The Permission of No Exceptions—Practical Illustrations**

The American reading public has the advertisement-reading habit. That much has been accomplished by the great advertising campaigns of this country. Often we hear the “knocking” of some unprogressive leader about the excessive amount of space taken up in advertising matter. The real thinking progressive reader looks upon the advertisements as an educational information bureau. A half hour in the magazine room of a library will convince anyone that Americans do read advertisements.

#### **How a Habit Is Formed.**

What has caused this habit? Occasionally an advertisement is so attractive that the eye of the reader is involuntarily drawn to it. It

may be a beautiful picture, a bold head line, or a prominent position. No matter what was the cause, the fact is the **first impression was strong**. The next time the reader saw this advertisement, or one with the same characteristics, he looked at it again. Other advertisements with peculiar characteristics were ever before his eyes, so the **repetition** helped fix the advertisement-reading habit.

Now if the reader had been allowed to rest a bit—if he could have read for a month or two without seeing an advertisement staring him in the face—he likely would have lost his interest in these advertisements. With the daily paper habit and the magazine habit the reader cannot escape advertisements. There are **no exceptions**—the advertisements are always there.

This illustrates the three fundamental principles of all habit formation: (1) a strong, forceful first impression; (2) constant repetition; (3) the permission of no exceptions.

Habit controls humanity's activities more than any other mental function. Very often a man proudly proclaims certain of his performances as having been the result of his will power, but more often these activities have been the result of the associations of years past that

have left their impress, never to be entirely obliterated. Cleanliness, the things we eat, clothing, vacations, recreations, pride, prejudices—all these are the fruits of those subtle little nerve connections in our brains that, when once united, can never again be entirely separated.

### Commodities Controlled by Habit.

The advertiser of everyday necessities that cost little money, then, should play on the public's sense organs for the formation of a habit. No one is going to lose sleep at night trying to decide what brand of soap he should purchase with an outlay of ten cents. On the other hand, the purchaser of a bar of soap will from his experience or from his memory of certain advertisements, call for a particular brand. Once having bought this particular brand he repeats the same name until an advertisement of some other brand attracts him with a strong, unique appeal. This advertisement may be in the form of a sample, a window display, repeated line advertisements or a splendid magazine page.

This illustration of the cake of soap works out in much the same way with cigars, breakfast food, pencils, ink, writing paper, pens, household oil and most household necessities

The Very Large Demand  
From Universities, Colleges  
and Schools for

## Spencer Microscope No. 65

which has been conceded to be near ideal repetition for general laboratory work, has enabled us to manufacture them in such quantities as to effect a reduction in cost, the advantage of which we are glad to extend to our friends—the laboratory workers, on future purchases.



Spencer Microscope No. 65 B

Equipped with 16 mm. and 4 mm. objectives, dust proof, nose piece, one eyepiece, iris diaphragm, complete in cabinet.

**\$31.50** reduced from **\$35.50**

Discount to Schools

Sent on request.

**Spencer Lens Company**  
Buffalo, N. Y.

An advertisement that has placed the firm name prominently before the public. Two habit-forming statements placed where the reader can not get away from them. The cut is so placed that it is impossible to get to it without seeing "Spencer." An advertisement that has argument plus habit factors.

and luxuries costing less than one dollar.

There is a large field open to an advertiser that will exploit some particular brand where the usual purchaser now fails to have in mind any particular name. The grocer always asks "what brand" if you ask him for soap, but your hardware dealer never asks what brand if you call for a package of carpet tacks. Careful dressmakers insist on certain makes of hooks and eyes, but few housewives have a certain X-needle habit. The firm that can create habits in these lines will reap a harvest in sales, while the fellow who makes the "just as good" brand will wonder why his sales are falling off.

### **The Habit-Forming Advertisement.**

The habit-forming advertisement has certain essential characteristics. It must be attractive. The attractiveness can be gotten by use of the bold-face type well spaced, good illustrations, advantageous position, peculiarity, news value, etc. It is safest not to attempt anything so much out of the ordinary that the reader remembers the ad-form merely and not the commodity.

If pictures are used, get those that tell something about the commodity advertised. Irrelevant pictures are expensive in that they

## Educational Institutions Selecting Leitz Student Microscope II 0

Will be gratified with its merits to the same extent as the large number of colleges and universities where it has already been adopted as a standard.

A number of microscope stands of other makes are offered in competition at even lower prices. The special sample submitted naturally makes a favorable impression, but the most vital point is that the microscopes on the order which may materialize therefrom prove equal to the inspected sample.

An absolute guarantee to this effect is offered in microscopes of the "Leitz Standard."

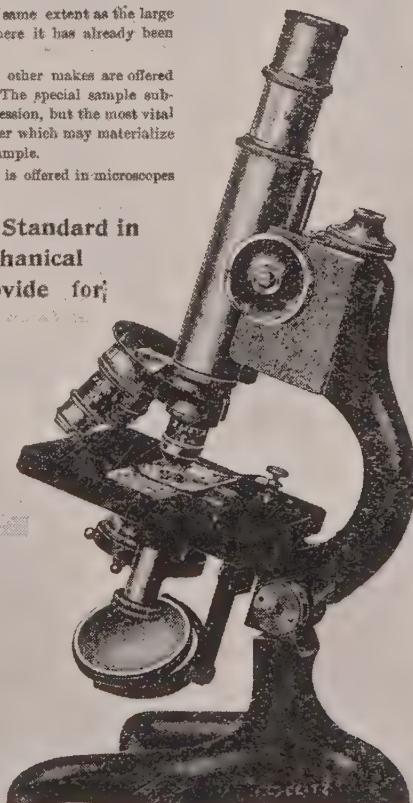
### What Does the Leitz Standard in Optical and Mechanical Workmanship Provide for?

Unvarying precision as to color and spherical correction of the microscope objectives and exact relation of every mechanical part on the entire instrument.

#### About the Leitz Standard:

Our Scientific Department has established a certain high degree of precision for the optical and mechanical parts of Leitz Microscopes. Therefore, every instrument leaving our factory has been passed upon by the testing laboratory as being absolutely equal to this established standard. This method guarantees a uniformity in workmanship not to be found in any competing make. [1]

Greatest Precision means durability—continual satisfaction and no repair expenses.



Write for Literature Y 52

**U. S.  
BRANCH**



**30 East 18th Street  
NEW YORK**

The name Leitz is practically lost in the above advertisement. A splendid cut well placed, which could have been made into a splendid advertisement if the firm name had been more prominently displayed. Good argument with no habit or focusing factors.

nullify the intended purpose of the advertisement. Use them only on calendars and special advertising features.

In order to form a habit always use the distinctive name or trade mark prominently in the advertisement. The name must be made to "stick out," or stare the reader in the face.

In accomplishing this, successful advertisers have found two methods effective. One is to place the firm name or trade-mark somewhere near the first of the advertisement, and then again at the close. The first and last impressions of a series persist longest. They, therefore, should embody the essentials of the habit to be formed.

The other arrangement differs only in mechanical construction, the results being about the same. The name or trade-mark, instead of being placed in the first part of the advertisement, is placed near the middle, but is so arranged that it will catch the eye quickly and easily. The name being thus imprinted first upon the mind, the reader is given some impelling incentive in the headline at the top intended to create desire to know more or to possess the article advertised.

It has been found advisable in some instances to use the name or trade-mark at the top of the first of a series of advertisements where the product is newly brought to the attention of the public. Then as the series of advertisements progress, and as the public becomes familiar with the trade name, the name is given a less conspicuous place in the copy.

Finally: Repeat, repeat. Repetition is essential in the formation of a habit. The advertisement must be made to appear time and again. Do not think the public will tire of it. Some variation from time to time is good, but the distinctive name must be constantly bombarding the senses of a buying public.

The Kelsey Press Company of Meriden, Conn., has established a large business in small hand presses by constantly repeating the same small advertisement without variations or explanatory matter. Steinway in pianos has come to stand for high quality simply because of the insistent, consistent emphasis on the **associations** of the word "Steinway" with **quality**. Ivory soap has established itself so well as a pure soap at a reasonable price that the soap habit of thousands of Americans means the Ivory habit. So firmly has this become fixed

that it would be dangerous to try to change the shape of the Ivory cake or the design of the package, or even the type in which the word Ivory is printed.

If a large campaign is undertaken it is well always to associate the brand name with the actual commodity, so that the brand name cannot become the general name. One of the most striking examples of error in this is found in the word Kodak, which has come to mean any small camera. It is interesting now to note the many advertisements telling us that not every camera is a Kodak.

A mistake in the opposite direction is just as bad. It is possible to advertise a commodity and let another firm that advertises the name reap the benefit. In a large eastern city the writer checked up the campaigns of two competing manufacturers of overshoes. Both took advantage of the wet winter weather and placed advertisements in the street cars and newspapers educating the public in the need of overshoes. One firm constantly reproduced a picture of their overshoe and their name appeared only as the cut showed it on the heel of the shoe. The other firm printed the brand name in prominent red letters across a small picture of their overshoes.

A visit to various shoe stores revealed the following: In twenty-four cases out of thirty inquiries for overshoes the clerks asked for the preference of kind. The brand that had been printed in red was called for eighteen times. The other brand was specifically called for four times. In the other two instances the prospective buyers indicated no preference as to the brand.

The eighteen who called for one brand did not necessarily buy it, but they at least asked to see that particular kind. Here the commodity had been advertised in the one case and in the other the commodity and the brand.

Habits to begin with are comparatively simple reactions. It would be folly to expect a buying habit to be formed by a whole page of fine-print arguments. To form a habit, then, an advertisement should be brief, to the point, consistent and reasonable. These qualities indicate the reason for the habit-forming advertisement being applied to articles that cost one dollar or less.

Arguments must be presented for the purchase of the articles calling for a considerable outlay. A habit-forming introduction can well be given to the advertisement so the pros-

**Just as it Comes from the Grape**

Red Wing—the *free* juice of the first crush of select Conards. It comes to your glass just as it comes from the grape—full strength, full flavored, unadulterated, unfermented, unchanged.

**RED WING**  
the  
**GRAPE JUICE**  
With the Better Flavor

Red Wing Grape Juice is sold for 10, 20, 30 and 55 cents east of the Rockies.

When you buy Grape Juice ask for Red Wing—insist on the brand that means the utmost in purity, quality and grapey goodness. Write for booklet containing recipes for many dainty grape delicacies that delight both guests and home folks. It's free.

Manufactured by  
Paritan Food Products Co., Inc.  
Fredonia, N. Y.

32 GALLONS NET

Splendidly placed illustrations and the constant reappearance of "Red Wing."

pactive purchaser cannot forget a particular brand while reading the description of other makers. Compare the two microscope advertisements and note how much more emphasis is laid on the firm name in the one than in the other, while the argumentative and descriptive matter is about equal.

It takes time and patience to fix habits, but when once fixed and then maintained they are the most powerful controlling factors in human behavior.

### Habit as Public Opinion.

Certain habits are already formed in the minds of people in the form of public opinion. To be effective appeals must be made to fall in with this consensus of opinion by allying advertising forces with those already created by habits that are nearly universal. As an illustration of this fact we find that cigars can be made to seem more fragrant by suggesting their use or illustrating their smoke in an after dinner scene rather than just after rising in the morning. Late cut clothes are splendidly advertised in connection with college views because we have the habit of thinking of college men as well dressed. So we find a knowledge of habit is a valuable asset to the advertiser.

### Questions and Suggestions.

1. What are the three steps in the formation of a habit?
2. Why are the first and last statements of an advertisement so important?
3. Plan a campaign in training the public to a habit.
4. Which one of the three steps in habit formation is the most important? Why?
5. Make a list of common articles, retailing for less than one dollar, for which you can recall no special trade name or brand.

## CHAPTER 4.

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### VISUAL FACTORS IN ADVERTISING

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Study of the Sense of Vision an Important Preparation for Writing Copy—Good and Bad Practice in the Use of Type—The Relation of Space and Form to Legibility—The Use of Colors in Projecting Sensations—Borders as a Means of Suggesting Reinforcing Ideas.

Some Things to Be Accomplished in Placing the Illustrations

Advertising is usually addressed to the sense of sight. The printed page, placard, circular, billboard, are all designed to be **seen**. A study of the sense of vision is therefore an important preparation for the ad-writer.

#### Type

The fine art of printing has evolved many type forms. Some of these type forms have been atrocious in their slaughter of visual energy. A type style that has the characteristic upper portion of the letter clearly formed can be read with the greatest ease. The eye pauses about one-fifth of a second on every portion of

reading matter. The greater the perceptual span for this one-fifth of a second, the greater the number of ideas that can be presented in a given time.

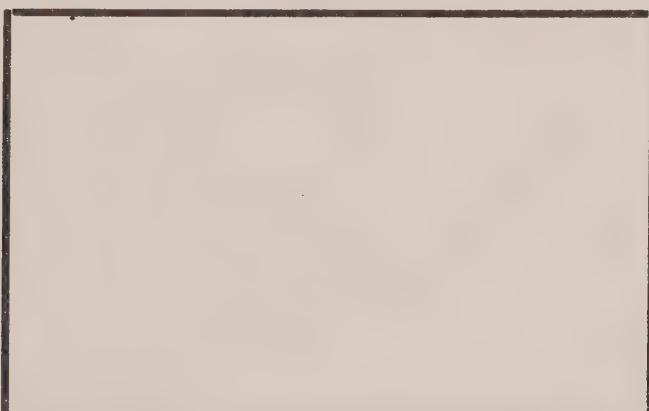
As a result of a study of vision, it becomes evident that for the most part, fine lines, fancy letters, "upholstered" type, and odd forms are not the most efficient. These forms may attract attention to themselves, but often fail to deliver the message. The eye moves with a succession of jerks rather than one uniform sweep. It is good practice to break statements up into short phrases, by means of lines, change of type, and spacing, so that an idea is carried home with each eye pause. In general use large bold face type with plenty of spacing breaking the form with completed ideas.

### Space and Form.

Careful photographic records of the movement of the eyes disclose the fact that circular and curved sweeps of the eyes are rare. The movement is in straight lines vertically or horizontally. Our apparent ability to follow curved lines is due to a rapid succession of right angles. If the curves themselves are to be followed we find little difficulty in measuring off the proper size for the angles. If, however, we are ex-

pected to make a series of halts on the curved surface in order to distinguish a series of characters on it, there results a decided slowing up.

This can easily be demonstrated in an attempt to read the lettering on a seal, where the words are arranged around a circle. Lines of print, then, in the usual advertisement should be straight, which after all is the easiest form into which to put them. The training we have received in reading calls for advertisements to be put in the same form. If our reading training had been like that of the Chinese, there would be some excuse for vertical lines such as are often seen on our store signs.



The Golden Section.

Eye movement has also given us a basis for certain space preferences. The distribution of space forms an important item in the appearance of an ad. By a long series of experiments

it has been found that the most pleasing form for rectangles is of such a proportion that the shorter side is to the longer as the longer is to the sum of the two sides; or that the length of the shorter side is to the longer side as 1 is to 1.618, or approximately as 5 is to 8.

An aesthetic preference for about these proportions is shown in the fairly constant shape of books, panels, picture frames, etc. This ratio will hold for rectangles either in the vertical or horizontal positions. Experiments on a wide variety of space arrangements show that there is a definite feeling of pleasant proportion. This is true for a mere division of a line, the position of the cross bar of the Roman cross, the shape of an ellipse.

We prefer some other division than the perfect square, or circle, again, we find the very long or very narrow spaces objectionable.

### **Color.**

When we look at the distant mountain, the trackless sea, the unending sky, there comes over us a feeling of distance, magnitude, awe, and reverence. This feeling nurtures in man a sense of self-negation, before the mighty powers that lie about him. Predominant in these vast distance concepts as a color is blue.

Man's thoughts have been the result of countless centuries of exposure to the bluish tints of the far distant scenes.

Blue has come to suggest desolation, distance, idealistic thinking, refinement. Blue as a color can not be used for purposes of stirring to action, or to bring about an active responsive attitude. Dark blue has another decided disadvantage in that it looks black in ordinary lamp-light. Newspaper and magazine ads for the most part are read by artificial illumination, therefore much of the color effect in dark-blue is lost.

The savage, when he wished to warm himself, built a fire in the primeval forest. The story of the transmission of civilization through the family has been the story of traditions handed down from generation to generation by the red glow of the fireside. The sunrise calling man to his work and the sunset bidding him to return home, all gave the same cheerful reddish glow as the fireside.

Sunlight itself is usually shown in paintings by a tint of yellow. Warmth, comfort, action, a sense of nearness are the mental qualities of yellow and the reds. These colors have often been used to call to action, decision and immediate thought. Red is used for danger signals,

warnings and war. It means activity near at hand. The reds and yellows stand forward in perspective and contrast splendidly with most backgrounds. If an ad is to attract attention, or to be a spur to action, a liberal display of the so-called warm colors, red, orange, and yellow, is essentials.

Purple has been associated with a sense of grandeur, royalty and aristocracy. It has always been found to be an effective background for the display of jewelry, bric-a-brac, rare and precious articles.

It is to be understood that no one color should be used to the exclusion of others, but that the effects of predominating colors are as indicated. Under certain circumstances and in certain combinations the effect of a given color may be entirely altered. But in general it is well to bear in mind the color effect.

### **Borders.**

The eye requires certain resting points and limited spaces for its movements. Space to be read most easily should be set off or separated from other matter by means of space, lines or borders. A crowded space is tiresome. A great mass of printed matter without divisions of any kind appears repulsive. A splendid text-book

# Hamburg-American Cruises

HAMBURG-AMERICAN

Largest SS. Co. in the World  
OVER 400 1,210,000  
SHIPS TONS



## SUMMER CRUISES

To the Land of the Midnight Sun, Iceland,  
Spitzbergen, North Cape, Norway, Scotland,  
Orkney and Faroe Islands  
From Hamburg during

**JUNE, JULY & AUGUST**  
by S. S. Victoria Luise, Bismarck, Meteor.

## AROUND THE WORLD

Through the Panama Canal  
A Delightful and Comprehensive Cruise  
By the S. S. CLEVELAND (17000 Tons)

**January 27, 1914**  
Duration 125 DAYS  
**\$800 and up**

Including all necessary expenses aboard  
and ashore, railway, hotel, shore excursions,  
carriages, guides, fees; also railway  
fares to and from your home.

## THE PANAMA CANAL and WEST INDIES

See the Canal before its completion!

### LAST TWO CRUISES

March 29 by S. S. Moltke  
April 10 by S. S. Victoria Luise  
Duration of each cruise

**16 DAYS, \$145 and up**

Also weekly sailings by  
"Prinz" steamers of our  
ATLAS SERVICE

*Write for beautifully illustrated  
books, stating cruise*

**Hamburg-American Line**

41-45 Broadway, New York

Boston Philadelphia Pittsburgh

Chicago St. Louis

San Francisco

Copyright

1912

The use of a distinctive border.

failed to find a market recently, because all of the printed form was uniform; there were few paragraphs, no bold face letters, no dividing lines. The results were, that despite the fact that the matter was splendidly written, the printed form had kept it from becoming popular.

The border may consist of space along, a plain black line, an ornamental design, a suggestive ornamental design or an illustrative design. Whatever the plan of the border it must serve to keep the eye movement confined to a given space. The suggestive and illustrating borders have the advantage of the reinforcing of the argument of the ad itself. If they are well done it means a splendid utilization of the space.

The border must harmonize with the nature of the ad-claims to be presented. Refined, ornate border lines would be consistent with an advertisement for jewelry while bold black lines with generous white spaces would give the prospective depositor a sense of stability in a bank advertisement.

Borders, then, serve essentially to confine the eye to a given area but they can also be utilized to suggest reinforcing ideas.

## Illustrations.

One fact that stands out prominently in the history of advertising is the increase in the amount of illustrative material. It is not the purpose of this article to analyze the qualities of successful illustrations, but merely to make



**Longer Wear—  
Better "Stretch"  
in these  
Hose Supporters**

When you buy hose supporters, see that the name EVERLASTIK is stamped on the back of the web; it assures serviceable wear. EVERLASTIK is woven by an exclusive process (patent applied for)—the rubber strands can't slip back after being cut by the needle in sewing. It doesn't lose its elasticity under any condition, and easily outwears any corset. It saves you the time and expense of renewing hose supporters so often. Buy corsets equipped with supporters of EVERLASTIK or demand supporters of EVERLASTIK on the corsets you do buy. Its use is evidence of extra good value throughout the corset.

Among others, the following corset and hose supporter manufacturers use EVERLASTIK:

BENJAMIN & JOHNSON Newark, N.J.

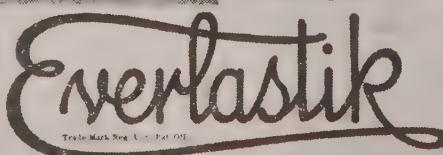
DOMINION CORSET CO. Quebec

VAN ORDEN CORSET CO. Newark, N.J.

GEORGE FROST COMPANY Boston, Mass.

C. J. HALEY & CO. New York City

OTTENHEIMER AND WILCOX CO. New Haven, Conn.



"The Garter Web that Out-lasts the Corset"

Hose supporters of EVERLASTIK are sold by progressive dealers. If you have time, send us his name and 25c for a trial pair. Good dealers also sell EVERLASTIK by the yard.

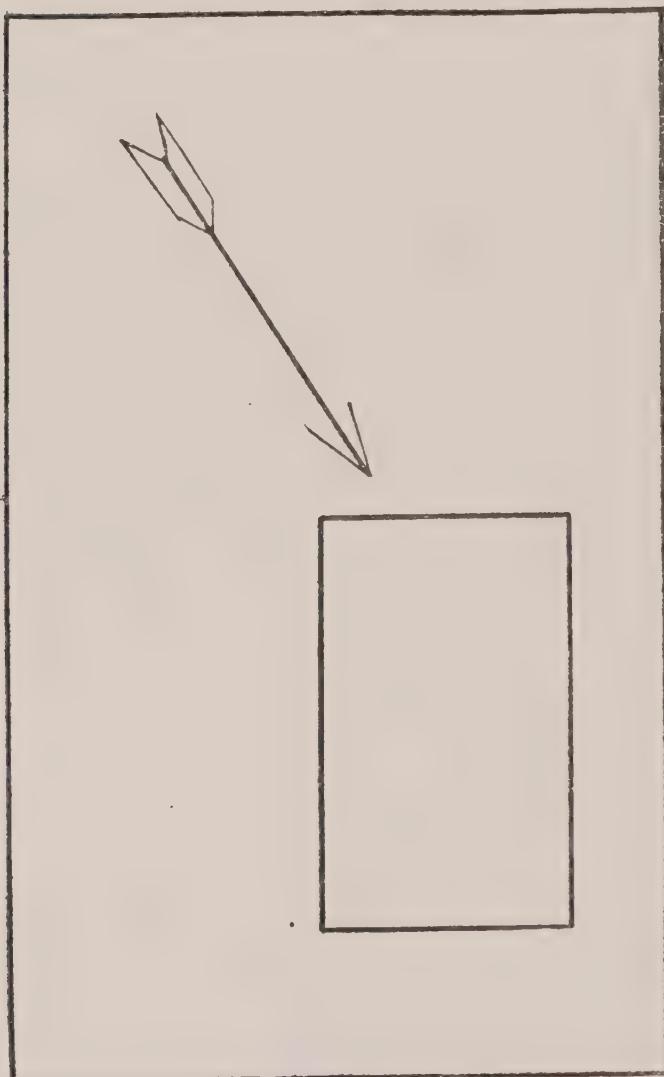
EVERLASTIK in wide widths is used by leading corset makers as gores, insets, bands, etc. It lengthens the life of the corset and adds to its comfort.

We also manufacture Hub Brand Lisle Web, which comes in all widths and sizes. It is adapted to practically every purpose for which lisle elastics are used.

**HUB GORE MAKERS (Est. 1883), Boston, Mass.**

*Makers of*  
**HUB**  
**GORE**  
**A**  
*for Shoes.*

An illustration in which the motive directs the eye to the trade name.



Eye movement in an advantageous position of a cut.

some suggestions as to their most advantageous positions.

The eye will almost involuntarily move toward the central motive of a picture. After that the picture itself determines the eye movement. The picture should be so placed that it will attract the eye across the brand name and the essential arguments. As a rule an illustration with part or all of the printed matter above it is better than the one with the printed matter below, where the picture only is seen. For the same reasons an illustration at the right side of the space is better than one on the left. One thing is certain, the form or brand name should be kept prominently in relation with all illustrative material.

In a recent cigarette advertising campaign, the picture of a man enjoying his smoke was placed in the upper left corner of the page with the smoke, suggesting a line of movement, flying off of the page away from the printed matter. No leading line led toward the brand name. As a result the campaign was a failure. When the same illustration was placed on the right hand side of the page with the smoke sweeping across and the firm's name placed prominently in the smoke, results began to come. The sec-

ond campaign proved to be successful. This experience demonstrated the practical value of a study of visual factors in advertising.

### Questions and Suggestions.

1. Cover the upper half of a line of printed matter and note how difficult it is to read. Cover the lower half and note how much easier it is to read.
2. Cut a rectangular slot out of a piece of card-board and pass it over a group of letters so they are exposed for only an instant. Test various type forms, noting the number of letters that can be recognized at one glance.
3. Select a group of pleasing geometric forms and calculate the ratio between their long and short dimensions.
4. Sketch a series of borders that carry with them suggestions of various trades, professions, business enterprises, institutions, etc.

## CHAPTER 5.

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### ADVERTISING AND HUMAN INSTINCTS.

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**Why Copy Writers Profit by a Study of Human Instincts—The Nature of Instincts—The Important Forces that Keep Civilization Going Are Instinctive—Manufacturing and Selling Accomplished Not So Much Through Reason as Through Instinctive and Emotional Reactions—List of Instincts that Copy May Appeal To — Main Divisions and How Advertisers Take Advantage of Them**

Advertisers are continually told to appeal to human instincts. It seems that if the ad-copy finds an instinctive human appeal it succeeds. The great vital source of action of the human family is found in its instinctive co-ordinations. A clear knowledge of what is definitely known about instinctive reactions will be of great aid in preparing ad-copy.

Instincts are important because reactions arising from them are sure and accurate. The basic idea in instincts is a reflex action. The reflex act has been defined as an “immediate response to a stimulation without the interposi-

tion of consciousness." Its importance lies in the fact that the response is quick and happens without any exceptions. A reflex act never "misses fire" if the proper stimulus is applied.

Instincts are like reflexes, except that the reaction is more complicated. Reflexes have to do largely with direct motor responses while instincts are implicated in the vital life processes.

The important forces that keep civilization going are instinctive. The manufacture and sale of various wares are accomplished not so much through the theoretical reasoning of the purchaser as through the instinctive reactions with their emotional accompaniments. Instincts create a demand that cannot be overcome easily even by judgment and will. If there is a **feeling** of demand for an article it will arise again and again, urging the prospective purchaser on to the satisfaction of that desire.

Given an article to sell and a buying public beset by instinctive reactions, the problem of the advertiser becomes: What instinct or instincts are involved in creating a demand for this article and what is the nature of the stimulus or appeal that will awaken this instinctive desire?

## Human Instincts

The list of human instincts is rather long. Instincts also change from time to time in the life of an individual and the appeal must vary accordingly. The list given for human beings is usually as follows:

Fear, anger, shyness, curiosity, affection, sexual love, jealousy, envy, rivalry, sociability, sympathy, modesty, play, imitation, constructiveness and acquisitiveness. Other names and other divisions are sometimes given. Any group of reactive tendencies that appear as a universal hereditary trait are instinctive. Racial memories seem to have become fixed and mold the individual's actions.

The list of instincts named above can be grouped under certain subject headings, e. g.:

Feeding, fearing and fighting seem to be essential in the preservation of the individual, while the sexual, parental and altruistic instincts deal largely with the preservation of the race. No matter what the instinct is, it connects itself in some essential manner with human life. The one way then to get real interest and response is to find the vital activity with which a certain product is connected.

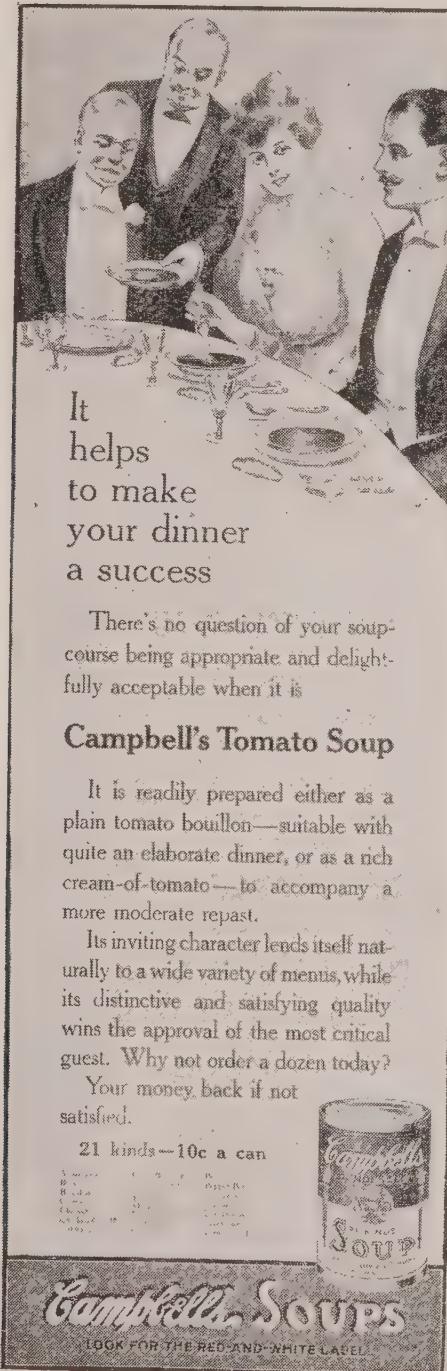
A brief analysis of certain instincts with commodities that appeal to it will now be given.

### Individualistic Instincts

The first thing anyone is interested in is the preservation of his life. The infant comes into the world struggling for his existence and continues the fight for life in one way or another until finally the last act of life, death, claims him. So strong is this vital instinct that suicide is usually conceded to be the act of a deranged mind or the result of a tremendous mental struggle. If the suicide's scheme is thwarted he carefully avoids self destruction by any other methods until he has again laid careful plans.

The self preservation instinct appears early and continues throughout life. The "I" or "me" becomes the center of the universe and the world is judged in its relation to this all important center.

One of the first manifestations of this individualistic interest is the **feeding** instinct. Great fortunes have been made in producing food and telling people what to eat. Health foods, special diet foods, brain foods, muscle foods, nerve foods, pure foods, dainty foods, tasty foods, modern foods, popular foods, and just foods, all find a responsive public awaiting their appear-



## An appetizing food advertisement

ance. No matter what the food may be, as soon as an advertisement appears that convinces the public that it has some merit as a food, it will be tried. The permanence of the demand will depend largely on how well it meets the feeding requirements of man. Food advertising has a psychology that in itself is very complex.

The fact that our appetites are so largely controlled by our feelings, associations, training and memory, makes food advertising a special psychological study. Scott made food advertising a separate chapter in his psychology of Advertising.

It certainly is apparent that the advertisements that are near those of food are important. It would be folly for a grocer to have his notice of tempting delicacies appearing under a funeral director's space. One would hardly expect to feel very hungry for a certain brand of herring, if beside it appeared the picture of a man in misery, because of indigestion. No matter how fine the cake its demand would be slow if near it was the announcement of a corn cure.

Beautiful pictures with refined suggestions will win the heart of man by an appeal to his appetite. Food should not be over abundantly displayed; a special appealing reason should be

given; a careful arrangement so as to avoid unfortunate suggestions must be observed.

The first great group of advertisements that fall under the individualistic instincts are those that deal with food, and if the appeal is made the returns will be highly gratifying.

Following feeding we find an instinctive **escaping and avoiding of danger**. In the child and animal we call it **fear**. Fear if properly developed becomes the sensible **caution** of the adult. Prudence in protecting himself and family will cause man to surround himself with safety and protective devices even though in the course of the lifetime of an individual they are rarely ever needed. The great majority, however, are convinced that an ounce of prevention is worth a pound of cure. To defy danger by not preparing for it is considered foolhardy.

**Fear** or **caution** then becomes the instinct that can be appealed to for the advertising of many articles, such as revolvers, locks, safes, fire escapes, alarms, safety-devices, fire-extinguishers, emergency-outfits, etc.

**Competing** and **fighting** are also primitive, fundamental activities that can be classified as highly individualistic. The crude fighting of our forefathers and of our childhood has been

# FAMOUS PARKER GAMES

WE make and control almost every prominent game that you know by name, but the popularity of ROOK, PIT and PLAZA is today greater than that of any three other games in the world.



## ROOK

*The Game of Games*

The best loved household game in America. Now the largest selling game in the world. It fits into more leisure moments than any other game ever invented. You can't imagine the charm and interest of ROOK until you play it!

50c at your Dealer's or by mail from us.

## PIT

*The Great Fun-Maker*

For laughter, excitement and a general good time Pit has no equal. It is learned in two minutes. It is worth many times its price.

50c at your Dealer's or by mail from us.



## PLAZA

*The Newest  
Parker Game*

The brightest, new game for many years. For two or many players. A fit companion to ROOK and PIT, yet unlike either of them. It is absolutely fascinating! Pack contains 60 cards, handsomely designed in colors.

50c at your Dealer's or by mail from us.

### GET ALL THREE GAMES

Each will delight you in a different way

Write for Illustrated List of 50 Parker Games and mention Cosmopolitan.

**PARKER BROTHERS INC**  
SALEM, MASSACHUSETTS  
OR FLATIRON BLDG. NEW YORK

Who does not like to play a game.

refined to the regulated, competitive contests. There can be no doubt but that an appeal to the overcoming of an adversary brings results. True, fighting has often been abused, but at the same time the progressive facts in civilization have often been styled victories, triumphs, indicating their competitive nature. The intense popularity of the great games is due to the fact that they all have the spirit of competition in them. The victor is as much a hero today as in days of yore.

In advertising, the power of this appeal comes out in contests of wares. Who is not proud to own an automobile of the same kind that won a great race? We all want hens of a prize-winner strain. Awards, medals, premiums, prizes carry with them a tremendous appeal!

Success in any competitive struggle should be kept before the public. The dignified pride of a victor always meets the public's hearty approval. Care must be taken to avoid the appearance of ridiculing the vanquished. It is bad advertising practice to condemn the competitor's commodities. It is undignified and does not raise you in the estimation of the public. No business firm can afford a mud-slinging campaign. This instinct is also appealed to di-

rectly by games, contests, etc. Many a periodical's subscription list has been doubled through the splendid schemes of a contest editor.

Many parlor games have been popular because they offered a new competitive opportunity. If the competitive instinct can be aroused it is a splendid result bringer.

The next chapter will discuss other human instincts with suggestions as to their practical application to advertising.

A vintage travel advertisement for Asheville, North Carolina. The top half features a black and white photograph of a scenic landscape with a large, multi-story building nestled among trees. Below the photo, the text "Autumn at Asheville-" and "The Land of the Sky" is written in a decorative, flowing font. The bottom half contains descriptive text, a large title for the Southern Railway, and a small illustration of a vintage car.

One of the many recreation advertisements which only people of considerable means can enjoy.

## CHAPTER 6.

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### ADVERTISING AND HUMAN INSTINCTS. —(Continued.)

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**The Social Instinct—The Fashion Instinct—  
The Imitative Instinct—Three Traits that  
Have an Important Bearing on Advertising  
—The Social Instinct in Early Times and  
Today—Fashions a Direct Outgrowth  
of Social Tendencies — Imitation  
Also Closely Related to These—  
Practical Application of These  
Psychological Phenomena  
to Advertising**

A trait that is peculiar to the human family is the way we organize ourselves in society. This organizing has ever been one of the fundamental activities of the human family. Out of this activity have grown certain habits, prejudices, emotions, etc., that form the basis for powerful appeals by the advertiser.

Primitive society chose its leaders, or chiefs, by a free for all fight in which the victor became the hero of the tribe. This leader was then placed above the others in a class that stood higher than the rest. Certain warriors and crafty men lorded it over lesser groups. So-

ciety had its leaders, classes and select groups. Where the upper groups did not become too powerful so as to crush out all hopes of the lower groups, as in the caste system, there has been a constant struggle on the part of individuals to rise higher than the group in which they were born.

So intense is this struggle in the United States that our economic conditions are often seriously disturbed by the constant effort of certain social groups to become like those above them. Great waves of discontent sweep over our land shown forth in the attempts of certain groups to become the possessors of luxuries that have been considered the exclusive property of another group, looked upon as higher in the social scale.

To place a commodity before the public as having enjoyed the favor of some one standing high in the public's estimation is sure to put behind it one of the strongest advertising appeals possible. What young lady would not want a certain hat, suit or coat if in its wearing she expected to become the best dressed of her group? What girl would not be proud of an evening gown like that of some great actress? Many a young man has worked harder to buy a certain brand of clothes because in picture and in print

he has been led to believe that one who wears them is in an exclusive and prominent class. Recently a certain fountain pen manufacturer was able to advertise the fact that a very important document in American history had been signed with his make.

Many a home has been mortgaged because of the desire to be classed well-to-do through the display of an automobile. While this may not be a good business principle, nevertheless it illustrates the strength of the social instinct.

### Fashions

**Fashions** may be said to be a direct outgrowth of the social instincts. The wealthy society leader finds it possible to pay a foreign designer a handsome sum for the creation of something novel and striking. The mistress of fashion appears at some great social event or an actress appears on the stage with a new creation. A description is given to the public, and soon the progressive dealer finds that he has a splendid market for a new style. Many women are willing to pay fancy prices for an article provided it is up to the minute in style and to be completely out of date means social suicide. Fashions and styles are not matters of dress only, but we find it extending to pictures, furniture,



After the show  
A relishable cigarette  
Rolled from fresh, rich LUCKY STRIKE  
Will chirk you up,  
Put savor into your supper,  
Tang into your tango.

**LUCKY STRIKE**  
ROLL CUT TOBACCO

Carry LUCKY STRIKE with you wherever you go. Your pipe will give you constant joy; your cigarettes will be fresher, their perfume the natural, fragrant tobacco-aroma of the choicest ripe Kentucky Burley leaf.

*For his Christmas—the best present of all is a Glass Humidor of LUCKY STRIKE—in 50c and \$1.00 sizes, at all stores.*

THE AMERICAN TOBACCO COMPANY

Even tobacco can be surrounded with an air of elegance.

automobiles, dogs, houses, rugs, dishes, flowers and many other things. Only within the last month there has been launched what will likely be a splendid commercial success, a reasonable priced automobile that has been built along "speedy," "racy," "rakish," "up-to-the-minute," "ahead of the time" lines. The same motor and the same transmission used in higher priced cars have been put in, but many of the accessories that contribute to real comfort have been omitted. The machine looks so "classy" that the writer himself would like to own one.

It is evident that the social and fashion appeals are strong ones. The desire to be like the leaders and, at the same time, desire to be a leader, are prominent in human nature. If these mental elements can be appealed to in advertising, good results are sure to follow.

This appeal will be of practical value to the advertising man who has charge of the publicity for any article of dress, such as coats, suits, shoes, hats, collars, furs, etc. It is also valuable for articles of ornament such as rings, watches, brooches, combs, etc. Most of the necessities and all of the luxuries can be advertised by social appeals.

### Imitation

Closely related to the vital activities already mentioned is the instinct of **imitation**. Fashions spread in this manner. Were it not for our strong desire to imitate, individuality would express itself so much in the unique and fantastic that public opinion would be of no avail. It is possible for a leader to make an innovation, but for a mere follower to do so is folly, as he would become the laughing stock of the crowd. When a campaign is begun in the introducing of a new article it is important to have the names of real community leaders among your customers.

The establishment of the fact that you or your products are worthy of imitation often leads the public to demand them. We see in this connection the value of the phases, which certainly have stood the test of time, "Avoid imitations," "Do not accept substitutes," "Beware of substitutes." The purchaser interpreting the meaning of such phrases takes it for granted that there is some peculiar merit in an article for which imitations and substitutions appear.

The most naive active kind of imitation is found in children. Much of their play life and most of their toys are imitations. We find our

nurseries full of miniature automobiles, wagons, horses, children, bears, tools and what not? It is amazing the amount of money spent as a response to the insistent pleadings of children for articles imitating the genuine. The successful toy manufacturer and advertiser knows the importance of the imitative activity of the child and attempts, within the limits of the selling price, to give the greatest amount of faithful imitation, with an element of novelty.

With the conviction that the imitation is successful, realistic, the buying public rewards the advertiser who gave them the news of the creation.

In general, acts are called imitative when they are reproductions of acts which have been observed as performed by others. It arises out of the fact that an idea gained from experience tends to express itself in action. Put ideas into the minds of purchasers and they will tend to act in obedience to those ideas.

It is evident that the social, fashion, distinction, and imitation appeals can be applied to nearly every commodity, be it a necessity or a luxury.

The ~~psychological~~ principles upon which these instincts rest have been presented. Sug-

gestions have been made as to their application. To exhaust the practical possibilities of this subject would require many more pages than can be allotted to this chapter. Suffice it to say that this group of appeals are probably the safest and most universal in their result bringing powers.

## CHAPTER 7

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### ADVERTISING AND HUMAN INSTINCTS. —(Continued.)

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**The Play Instinct Common to the Lower Animals, Children, and Adults and an Important Consideration in Writing Advertising Copy—The Establishing of Standard Recreations an Outgrowth of This.**

**The Instinct of Curiosity, and How Its Study Can Lend Strength to an Appeal—The Collecting Instinct**

Play! Who does not like to play? Life would be one toilsome grind were it not for the occasional chance to have a jolly good time. The play instinct is manifested among lower animal forms, which assures us that it is a primitive activity. The more primitive an activity the more valuable it becomes as an advertising appeal.

One theory of play is that it is the instinctive preparation for life. This theory certainly holds for much of children's play. If the play of children is always aimless much of its value is lost. The advertiser of toys, games and appli-

**A Wonderful New Game For Your Boy**

Amuses and teaches mechanics at the same time. Your boy will be fascinated with it. Home and this game will hold him captive. This game consists of beams, girders, angle irons, wheels, bolts, etc., in miniature, made of brass and steel, nickelized, exactly as used by the big builders; also the necessary tools with which to build the models.

**The American Model Builder**

Hundreds of complete models can be built—all explained and diagramed in book of instructions, free with each game. Aeroplanes, suspension bridges, printing presses, automobiles, power derricks, etc. Playing with this marvelous game wonderfully develops mechanical ingenuity. Endorsed by leading educators, schools and Y. M. C. A's. Seven sizes, \$1.00 up. Can be added to at any time. A noiseless game for boy and parent. Playmates won't quarrel. For sale by leading department, sporting goods and toy stores. Write today for free illustrated catalog 24.

**The American Mechanical Toy Co.**  
424 East 1st St., Dayton, O.  
Nerlich & Co., Toronto, Can.

Look for the Trade-Mark on each box

BOTH ENTERTAINING AND INSTRUCTIVE

ances for children's play, then, has two appeals to make. First, he must show that his product is a real plaything, i. e., that it lends itself splendidly to activities that are performed for their own sake. The reward for play must come as the direct pleasure derived from the activity itself. It is easy to see how a group of activities can become so complex and the pleasure so remote that it would be work rather than play.

The second appeal to make, especially to the parent who is to do the buying, is that the play really educates the boy and girl for his life work. Just recently we have seen the successful introduction of comparatively expensive structural iron strips that are designed to give a boy the fundamental knowledge of mechanical engineering. The play with miniature copies of man's work will always give much valuable information. A toy is twice advertised which carries the conviction that it is instructive as well as entertaining. The advertiser of toys and sporting goods has to watch the seasonal changes very closely. Toys and sports follow the seasons more closely than clothing. It would be folly to advertise skates in July and tennis racquets in December.

The adult form of play takes the form of sports and recreations. The usual reason given

for sports and recreations by the great majority is rest and maintenance of health. Here this play instinct becomes mixed with the instinct of self-preservation. All appeals for recreation places can be made attractive by advertising the beauty, restfulness, invigorating climate, etc., of the place. Sports appeal through their health-giving exercise, restfulness, grace, enjoyment, etc. A great field lies open for the American business men to develop sports and recreations for the lower salaried men and women of our land. This vast army of laborers demand and in a way do enjoy certain pleasures. Their numbers will compensate for the smaller amount of money that each can spend. Our present magazines and papers are largely taken up in exploiting recreations for the rich or those who pretend to be wealthy. The promotion of clean, wholesome amusement and recreation enterprises accompanied by an educational campaign ought to be a result getter of a permanent sort.

### **Curiosity.**

**Curiosity** is different from the other instincts in that the sensation is prominent rather than the mode of action. It is the desire to pry into the unknown. In the individual it has served the purpose of acquainting him with his

# 90,000,000

People in this country do not possess as much as One Thousand Dollars in real or personal property—only one in every ten ever saves that amount.

It is often said that it is really more difficult to invest money properly and always keep it, than it is to save in the first place. In other words, as much investigation should be given each investment purchase as is possible; as much expert opinion should be at hand.

If you have any reason whatever for desiring authoritative information on any security owned or contemplated buying, you are accorded the privilege of consulting the Correspondence Bureau of this magazine.

REVIEW OF REVIEWS COMPANY  
30 IRVING PLACE NEW YORK CITY

THE VALUE OF THIS HEADLINE LIES IN THE  
CURIOSITY AROUSED BY THE LARGE FIGURE

environment. Through a development of the instinct of curiosity the great discoveries of the ages have been made. The "wanting to know" activity of man certainly manifests itself as truly fundamental.

Curiosity itself can not be used as a direct appeal for commodities, but it is useful for its attention value. The puzzle, prize contest, mystery, unanswered question, etc., always arrest the reader's attention. If the curiosity aroused leads to the real advertising sought, it will act as a splendid attraction feature. Care must be taken to avoid the curiosity factor's absorbing all of the reader's attention, to the elimination of the real intent of the advertisement. As a rule curiosity copy should be avoided and when used should be only a means to an end.

### Collecting.

**The Collecting Instinct** forms another splendid basis for public appeal. When all necessary wants are supplied, when the usual luxuries have been placed in the home, a man will still make purchases for the mere sake of having a collection of rare, curious, odd or other objects about him. Boys collect stamps, stones and marbles in great numbers. Girls have vast families of dolls and dolls' clothing. Even the lower

animals sometimes heap up great piles of useless trumpery. The making of collections is not confined to lower animals and children alone, but it seems to be very common to adults. The collecting instinct may be too strong, thus causing the accumulation of a great deal of useless material. On the other hand, if collections are properly made they are of great service to humanity. Our best museums are full of splendidly arranged collections that are the source of useful information. The private collector often comes forward with new discoveries. The collecting and saving instinct, if it is not exaggerated to a miserly degree is the basis of frugality. Nearly every home has in it treasures that have been collected and kept for the pleasure of merely having them.

The collecting instinct with its ownership quality is a splendid appeal in advertising savings banks, investments, rare books, bric-a-brac, period furniture, relics, stamps, coins, rare prints and pictures, special china and glass ware, armor, etc.

This will be the last instinct of which a special discussion will be given. There probably are other fundamental activities that might be called instinctive. Any careful analysis of human behavior will reveal the important human

traits. These rather fundamental modes of reaction become an asset to the advertiser who has a product to sell that is a stimulus to that reaction. The statement is often made by business men that in order to succeed, the proper field for a product must be found and that field thoroughly worked, which is just another way of saying that the instinctive reactions to which an article appeals must be stimulated and then there can be no doubt that the article will be purchased by an anxious public.

### QUESTIONS AND SUGGESTIONS

1. Make a list of activities that seem universal.
2. What is the emotional attitude of an individual whose instinctive reaction is thwarted?
3. What are some of the instinctive reactions that are peculiar to children, youths, adults?
4. Make a list of additional instinctive reactions with their corresponding stimuli.
5. Make a list of articles with the instinct to which they appeal most.
6. Why do most people at some time or other make unreasonable purchases.

7. Can instincts be said to be the judgments of past generations? Why?
8. How can the strength of an instinct be measured?
9. What is the relation of instincts to emotions?
10. It will be interesting to observe any group of people, and note how much of their activity is guided by instinct.

## CHAPTER 8.

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### ADVERTISING AND SUGGESTION

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**The Exact, Psychological Definition of Suggestion—Its Persuasive Power in Advertising.**

**The Copy Writer Must Take Account of the Suggestive Effects of Various Details—Mediums, Types, Illustrations.**

**Suggestion in Letter Writing—Every Business Has Certain Suggestions It Must Carry out**

The term suggestion has been used so often in advertising that its real meaning and use is often lost. Of all the psychological factors in advertising, **suggestion** is the most powerful.

An advertisement may be perfect in its arguments, correct in its instinctive appeal, properly proportioned in its aesthetic form, well set off from those that surround it, yet if it does not carry with it that vague, subtle something that we call suggestion, it fails.

In order to clearly understand suggestion, it is necessary to define the term. In advertising as well as in the modern applied psychology, suggestion has come to mean, "the coming into the mind from without, of a presentation, idea,

or any sort of intimation having meaning for consciousness, which effects a lodgement and takes the place it would have if internally aroused by association." Briefly stated, **a suggestion is a thought which seems to be aroused by an individual in his own mind, but which has really come from some external source.** In the language of a successful salesman who knew the power of suggestion from a practical point of view, was given him by the salesman without the latter's label on it."

In the outset it was called subtle, but the manner in which suggestions are made can easily be analyzed. In fact, all of us constantly suggest ideas to those about us. The other part of the story is more interesting to the advertiser, i. e., everybody is highly suggestible. Human intelligence can be measured by the ease and nature of its suggestibility. It does not mean the weak, easily commanded man, but rather the man who thinks and acts, supposedly, from his own motives. The very well-spring of those motives lies in the impressions of the stimuli that constantly bombard him, yet, because of their constancy he is not conscious of them. **The little things** that are so often counted unimportant are those that leave their indelible impress on the mind of the advertisement reader.

and ripen into his ultimate conclusion. A moment's reflection will reveal to anyone that many of the decisions he has made were because "that is the way he **felt about it.**" Good business men are often convinced that a certain proposition is good but will delay a purchase or will offer a lame excuse for not signing the contract and when asked for a reason will confide to their associates that the only reason they had was, that they "didn't like the looks of that fellow," or "it didn't sound good to me."

The facts of the case are, there was a counter suggestion started along with the argument and the negative idea got in its work.

Advertising after all is salesmanship on paper or through some medium. Whatever is essential in direct salesmanship is also essential in advertising. The details of the advertisement,—the way it is clothed,—is as important as the clothing and manner of your salesman.

### Medium

The first suggestive factor is the medium you employ in your effort to reach the public. It would be rank heresy to print an advertisement for diamonds on cheap poster paper and deliver the ad in the form of hand-bills to the wealthy families of your city. The cheap paper, the



hand-bill form, immediately suggest cheap, shoddy ware, unreliable bargain stuff, etc. Some of our manufacturers of high-grade writing papers have presented splendid arguments for the use of a grade of paper in keeping with the dignity of the house and the quality of the goods they represent. Bill-boards furnish a splendid means for advertising certain products, but it is well to be circumspect, as there are others that require a dignity of treatment that only good printing on fine paper can lend. Or, if outdoor methods were **required**, special care would have to be taken to secure dignity of effect.

Publications come to stand for certain things and advertisers are judged by the company they keep. Suggestion makes the problem of the advertiser not one of copy only, nor circulation, nor the class of money represented by the subscribers, but the advertiser must also know what the paper or magazine stands for, and whether its ideals represent the kind that are held by those who will buy his commodity. Men often read literature as a diversion and the very fact that certain advertisements appear with that literature makes them treat these with the same lightness. Merchants in a small city can well afford to use the local newspaper freely, even though they could reach just as many people by

some other means, because the newspaper in a small city usually stands for the progressive, public spirited, live attitude of its citizens. It is this patriotic public spirit which, if fostered, helps tremendously in the choice of a store at which to trade. The manufacturer of products that are to reach the towns and cities of a nation should announce himself in the great national newspapers and magazines. They represent the big things of the nation politically, socially and in literature. Why not in the commercial world?

### Letter Writing

Next to the personal interview, a letter carries with it the most suggestions of the firm employing this form of advertising. The letter can at times reach a man where the salesman could not. It can be used successfully where a specific proposition is to be made to a limited number of people that will likely be interested. Circular letters are expensive, then why not let them count for the most when sent. The paper should be of such a grade that temporarily it will turn down the waste-basket's invitation. If an article or proposition is valuable enough to demand the writing of a letter at all, it is also valuable enough to need the suggestive force of good paper.



## You can have **Health and Beauty** By Using Vibratory Massage—At Home

It increases the vitality—soothes the tired nerves—stimulates the circulation of the blood—and makes the whole body "glow" with health and vigor. Give yourself a facial massage, at home, and see how it makes your cheeks glow and the wrinkles disappear. "Freshen up" with vibratory massage when you have an engagement for the evening and feel "all in." It will rest and invigorate you like magic. A massage at home, after shaving or bathing is delightful and costs but one-half cent.

### **Arnold Massage Vibrator** The "Original"—Costs Less Than Imitations

It combines the benefits of massage, vibration, Swedish Movements, and Osteopathy. A good circulation of the blood gives good health—poor circulation gives poor health. Vibratory massage sends the blood bounding through the veins, and gives a fresh youthful complexion, a smooth, clear skin, and restores health and vitality—in Nature's own way.

Thousands of Physicians, Osteopaths, Beauty Parlors, Barber Shops, and Masseurs use the Arnold Massage Vibrator regularly and endorse its efficiency in the highest terms.

**Ask Your Druggist or Electrical Dealer About the Arnold**  
Ask him for a free demonstration. See for yourself how it makes the whole body thrill.

#### **Send the Coupon For FREE 80-Page Book**

which gives full information and particulars about our Special Introductory Trial Offer. It also explains why the Arnold Massage Vibrator gives the best results.

**To Dealers** We want reliable dealers where we are not represented. Write for our Special Dealers' Offer.

**STANDARD ELECTRIC WORKS**  
1222 West 12th Street

Vibratory Massage is recommended by Physicians for Consumption, Headache, Backache, Stomach, Liver and Kidney Troubles, Nervousness, Colds, and many other bodily ailments.

#### **New Arnold No. 3—\$10**

A powerful, efficient, electric vibrator that will give years of satisfactory service, and is fully guaranteed.

We are the originators and largest manufacturers of portable electrical vibrators in the world, and every Arnold is backed by our positive guarantee. Get the "original" that is sold through reliable dealers everywhere and backed by a dependable guarantee.

Standard Electric Works, 1222 W. 12th St., Racine, Wis.  
Send me your Free Book about Vibratory Massage.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Druggist's Name \_\_\_\_\_

or Electrical Dealer \_\_\_\_\_

The health and beauty of the man and woman suggest a favorable reaction.

After the proper paper is selected, send it in a good envelope. An actual count revealed the fact that a certain prominent executive opened four manila envelopes that had one-cent stamps on them, out of twenty-five. The same man looked in or at the contents of twenty-two one-cent envelopes that were made of high-grade paper, and the observer had reason to believe that the three that were thrown aside were recognized as having come before. The facts seem to be that this man evidently found out what was in every one of the letters dressed in a decent envelope, while on the other hand he took no account of those inclosed in cheap manila envelopes.

The copy itself must seem personal to attract attention, yet it must leave the writer in the back-ground only as a suggestive influence. It is not the writer's intention to give rules for writing letters, for that would be impossible, but certain suggestive influences can be mentioned.

The letter must be so written that it can easily be read. Many devices are on the market that imitate a typewriter splendidly, including a signature that looks genuine.

The composition of letters is an art within itself. In regard to suggestions a certain psychologist has well said, "that they are effective

directly in proportion to the indirectness with which they are made, and effective indirectly in proportion to the directness with which they are made." We do not like to be commanded or driven to our conclusions, but we like to feel that our own part has been an important one. The public in general wants to be persuaded rather than forced.



I will send for a short while  
only my 25c book  
**Improve Your Face**  
for 10c stamps or coin

This book contains a complete course  
of instructions in Physical Culture  
for the Face.

More than 90,000 persons are following these instructions  
to-day. They will do more to build beauty than all the paint  
and powder in the world, for they get right at the root of your  
facial defects and overcome them.

Not simple or silly. Just physical culture applied to the  
facial muscles; common sense—that's all. If you want to im-  
prove your looks, send 10 cents for this book, to-day, at once,  
while it's on your mind.

**PROF. ANTHONY BARKER**  
5091 Barker Bldg., 110 W. 42nd Street, New York City

Illustrations of this kind can be repulsive only.

### .Illustrations

If illustrations do nothing else they should at least suggest a pleasant feeling to the reader. Does it increase your appetite to see a butcher's ad displaying the carcasses of dead animals? Would it not be better taste to display an artistic, savory finished dish tempting and ready to eat? The horrors of a foot with a burning corn



**Susanna Cocroft's Facial Exercises**

"My exercises in facial and scalp culture do for the face and hair what my exercises for the body have done for the health and figures of 65,000 women. Results are **quick and marvelous**. Only six to ten minutes a day. If you look older than you should, it is because you are not doing what you should to help nature."

—*Susanna Cocroft.*

**Study Yourself** and if you have any of the ailments mentioned on the coupon mark X opposite the defect and write to us. Why should not the skin of your face be as smooth as that of your body? Your hands dainty and attractive? Your hair glossy and abundant?

**Keep Young**

Do not allow your facial muscles to droop, or your skin to wrinkle, grow sallow or disfigured.

It takes no longer to do the right thing than the wrong one. But **know** the right way. Do not experiment. Fully one-third of our pupils are sent to us by former pupils. Our pupils look 10 years younger. Write for our **FREE** booklet explaining the course for self-improvement. **Write today.**

**Grace Mildred Culture-Course**

624 S. Michigan Ave., Dept. 7, CHICAGO

Tell us of any other defects not mentioned here.

Sagging Facial Muscles  
Wrinkles  
Tired, Weak Eyes  
Crow's Feet  
Pouches Under Eyes  
Thin Eyelashes  
Thin Eyebrows  
Double Chin  
Flabby, Thin Neck  
Pimples  
Blackheads  
Sallow Skin  
Freckled Skin  
Dandruff  
Thin Hair  
Oily Hair  
Dry Hair  
Tender, Inflamed Feet  
Cataract

Attractive faces make a favorable impression.

upon it can be portrayed in such a fashion that it will disgust the sensibilities of refined individuals. It is the ethical duty of every one to scatter sunshine. The scattering of sunshine, while this may sound "preachy," is not only the duty of the advertiser, but also his sure road to success.

### Suggestion in Copy

The same general principles that were given in regard to illustrations will also apply to copy. Believe in your product and your faith will show itself in your copy. You can not afford to whine, because people, like dogs, will take up your whine and augment it into a howl that will be a discredit to your business. Suggest service and pleasure in your service and the progressive spirit that pervades your advertising will prevail in your establishment. We have heard the old saying "as a man thinketh so is he." This true phrase sounds the gospel of wholesome advertising and demonstrates the law of suggestion. Let every thought carry the spirit of confidence, progress, stability,—and no matter if you have never said so in so many words, others will catch the same spirit.

It is also important to note what advertising surrounds yours in a publication. It would be

bad taste on the part of the management of a paper to place the advertisement for a food product beside that of one depicting the horrors of some disease. Managers should watch the placing of their copy, because the suggestive influence of a neighboring page can easily overcome one single advertisement.

Every business has certain suggestions it must carry out or fail. This can be done in many ways. It is the unconscious associations that control us, much of our time. The details of our publicity form the material for this unconscious cerebration. Make people think success—and succeed!

## QUESTIONS AND SUGGESTIONS

1. What is suggestion?
2. What are some of the arguments in favor of using the expensive, high-grade mediums for advertising?
3. Does the unique, "slam-bang" letter succeed?
4. Collect circular letters from some of the best American business firms and note their style.

5. What would be your attitude toward a salesman who in a loud tone of voice would command you to "do it now," "do not delay a moment?"
6. What is your attitude toward the advertisement of a tooth-wash that features the "grinning whiteness" of the teeth of a negress?
7. Collect a series of illustrations that support the text by their suggestions.
8. Collect a series of illustrations that suggest negative reactions.

## CHAPTER 9.

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### REASONING, JUDGMENT, AND WILLING

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**The Necessity of Presenting Reasons Why a Person Should Buy, When an Article Is Costly Enough Not to Warrant a Purchase for Trial—Essentials of the Clear Argument—Contribution of Illustrations.**

**Comparisons Helpful—Instructions How to Purchase Must Invariably Follow the Argument—Imperative Not Always Effective**

Reasoning is purposive thinking. Whenever ideas are brought together for the sake of applying them to some particular proposition, we are engaging in the reasoning process. Argument is the material furnished for the reasoning processes of those to whom it is presented.

In advertising, reasons must often be presented to back up the claims made for a commodity. This is especially true when the expenditure of a considerable amount of money is called for. Articles costing less than one dollar need little more than publicity, for the public can afford to buy them for trial. If the amount of money to be spent is considerable, the pros-

pective buyer demands reasons ample to justify the expenditure to be made.

Life insurance, automobiles, real estate, pianos, machinery, clothing, in fact any article for which five or more dollars must be paid, must present reasons for their being bought.

The reasoning process must be reckoned with as an advertising factor. Arguments to bring about a favorable judgment must be clear, concise and connected. These are the three "c's" of good advertising arguments.

To make an argument clear, it is necessary to use simple, unaffected language. Slang and colloquial phrases may be attractive for their own sake, but they too often fail to carry the idea intended.

Short, well-stated sentences without an appearance of too much erudition, will win the confidence more quickly than the extravagant display of technical words.

The magazine and newspaper reader's time is limited; therefore it is essential that as much argument be presented as quickly as possible. Make the fewest words tell the most possible. A circular or the reply to an inquiry can be more extended, but even then essential points should be emphasized in such a manner by means of

# ALL-IN-ONE

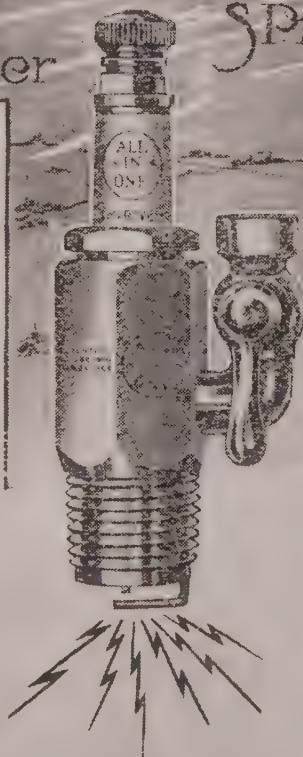
*86c*  
Cold Weather

## SPARK PLUG

FORD OWNERS can do away with expensive starting devices by the use of "ALL-IN-ONE" FORD PLUGS—a Spark Plug expressly designed for FORD CARS. The "ALL-IN-ONE" FORD PLUG combines the best features of ordinary spark plugs with a priming device that starts your car in Winter *with a couple easy turns of the crank.*

A few drops of gasoline injected into the cylinder through the "ALL-IN-ONE" Priming Cup, will start your motor **INSTANTLY, UNFAILINGLY, EASILY**, no matter how cold the day, or how long the motor has stood.

**FAR SUPERIOR** to OTHER PRIMING PLUGS. LAST LONGER, GIVE LESS TROUBLE—**More** SPEED and POWER.



Price \$1.25 Each

Sold through dealers or direct upon receipt of price.

### The Pioneer Priming Spark Plug.

Licensed under Canfield Patent No. 612701. Constructed in accordance with U. S. Letters Patent No. 642167 Simms and No. 915896 Shea, covering the broad idea of constructing a plug combining a sparking device and a device for introducing a priming charge into the cylinder so that but one opening in the cylinder is necessary for accomplishing these two purposes.

The Simms and Shea Patents are both owned by the Frontier Specialty Company.

We shall vigorously prosecute all parties who are liable for infringement of these patents and recover through the courts such damages as we may sustain by reason of such infringement.

It gives us pleasure to state that the following manufacturers of Spark Plugs have been licensed by us to manufacture under our Simms and Shea Patents:

Bigboy Manufacturing Company  
Cast Ignition Company  
End Grossman Mfg. Co., Inc.  
Jeffry-Dewitt Company  
Rajah Auto. Supply Company  
Sharp Spark Plug Company

**FRONTIER SPECIALTY CO.,**  
TUPPER AND ELICOTT STREETS  
BUFFALO NEW YORK

An ad in which the price and place to buy are clearly brought out.

large type that it would be easy to follow the main line of thought without reading the detail.

Impulse is the name given to the consciousness of a tendency to act. The development of volition is the ordering of the impulse. The mature reliable man is the one who has subordinated his impulses to some system of principles. The material for forming this order must be readily accessible in the advertisement.

### Helping the Argument

Illustrations form a splendid means of showing how the article works, its structure, design, etc. The illustrator's art lies not in how much artistic beauty, merely, he can put into the picture, but rather in how well he can tell the story. Often a clear picture with explanatory notes connected to the part, with lines, can tell as much as pages of descriptive matter. The diagram if easily understood presents graphically

a point that would go unobserved if it were stated in body type. If part of the argument is statistical in its nature no matter how vital, advertising space is usually too valuable to carry much of it. If the same facts can be shown by diagram they will appeal with much more force. If statistics are resorted to they should be re-

lated to facts that are well known or supposedly well known in the readers' experience.

The statement of a number with a series of ciphers after it means little to the average reader. "\$45,000 in silver," might mean quite a large amount of silver. "If 45,000 silver dollars were laid side by side they would reach over a mile," gives you a far better conception of what that many silver dollars means. Comparisons are essential for the understanding of certain statements. No deductive argument is any sounder than the generalization upon which it is built. Fortunately the public has certain general principles pretty well established. If these established ideas form the basis of the argument it will most likely carry conviction. These general ideas may or may not be found sound, upon a close investigation, but so long as they are extant they must form the basis of the thinking public. There is the faith in the thing that has succeeded at various times. There is the faith in the judgment of leaders; and what fine patent medicine fortunes have been built up on the blind following of the populace after the supposed leaders! The reports of large sales inspire confidence because the simple reasoning process of the average individual takes it for granted that you can't fool many of the people

at a time. Man, after all, has a faith in his fellow man, and the fact that many have found a certain article just what they wanted has a mighty force for conviction.

There is a belief that if a certain thing is superior in one respect it will also be superior in other respects. If an advertiser really proves the superiority of one part or phase of an article that will often be enough to sell it. That point of superiority need not always be essential and may even be a superfluity. But if the good features of that particular part are brought out a mere statement of other qualities will suffice. Thus the "hammer the hammer" idea of the Iver Johnson revolvers has been given to the American people so well that they take it for granted that the revolver is equal to the best, in all other respects.

A sense of veneration also carries conviction to most people. Logically it is not an argument at all, but it serves to confirm the truth. Montgomery Ward and Company have recently used this idea on the covers of their catalogs to establish the sense of personal interest and responsibility. They present the picture of the aged couple looking over their catalog—also the young folks choosing the furnishings for their home. While this appeal may be highly emo-



**More and Better Work**  
will be secured in your office by installing Ideal Window Ventilators.  
Most cases of lack of energy can be traced to poisoned and breathed-over air.

# Ideal Window Ventilators and Draught Deflectors

admit a constant supply of the pure, fresh air essential to efficiency, without the draughts so dangerous to health.

**Send Postal for FREE Fresh-Air Book**  
and learn how inexpensive, quickly installed and easily operated are Ideal Ventilators.  
Ideal Ventilators in your house insure sound sleep and save doctor's bills.

**IDEAL VENTILATOR COMPANY**  
**410 Waterman Street** **Providence, R. I.**  
New York, Chicago, St. Louis, Pittsburgh, Cincinnati,  
Cleveland, Detroit

The illustration that explains the mechanism clearly.

tional yet it also carries with it the implied argument of the test of time and the judgment of years.

### To Secure Action

A judgment thought out in terms of action tends to put itself into action. Many advertisements may bring about the right judgment but fail because they lack the final "voluntary act" suggestion. They carefully lead the reader through a fine series of clear arguments arriving safely at the proper conclusion. The conclusion as such, amounts to very little if it bears no fruit. The judgment must become the basis for an act. The purchase is still to be made. If the advertisement stops with the conclusion it is lost. After the prospective purchaser has decided to buy he must be given the means of making or starting to make his purchase with the least delay or expenditure of energy. A clear statement of the method of buying, the dealer, coupon, etc., are all in the copy for this purpose. If a mail order is expected the address should be given as clearly as possible. If the article is handled by local dealers that fact should be clearly stated with the added information that if he cannot supply you a letter to the house will bring it. This final step should not be

neglected even if the statement is merely, "for sale by all grocers."

Occasionally an attempt is made to command action by such phrases as "Do it now!" "You must act quickly!" "Delay will be fatal!" etc. After rather careful investigation the writer is convinced that the "slam" "bang" command should be used sparingly. The good salesman would ask for quick action in more polite terms for fear he might give offense. The advertisement can also arouse a feeling of antagonism even though the personal element may not be so imminent. It pays to be polite and courteous at all times. Immediate action can be called for and must be called for, but it must be stated in terms that do not offend or arouse antagonism.

After having spoken of the reasoning and judgment factors in an advertisement itself, might it not be a splendid thing to say that the advertiser should do some purposive thinking himself? The whys and wherefores of advertising itself form food for thought. If advertising has built up many a business why can't it build up yours? Advertising is the great motive power of American business (major premise). The validity of this premise can easily be demonstrated by data from America's most successful business concerns. You want to build up a

The Victor Light makes possible the only practical high power portable Stereopticon.

Lamp permanently aligned at the factory. Lamp always centered.

Carbons instantly changed from outside.

Attach to battery with descent lamp socket. Any current.

A powerful, single, "FOOLE PROOF" and entirely silent incandescent lamp.

Low consumption of current. Minimum amperage cuts cost of operating to 2½ cents per hour.

Weight well balanced on 6½-inch base. Small stand space required. Built of aluminum. Light weight—no rust.

Standard 4½-inch condensers easily removed for cleaning, even with machine in operation.

The lightest, most compact stereopticon made. Weight only 12½ pounds, with rheostat.

Purnished with Leatherette or Genuine Leather carrying case according to dateing complete outfit and slides.

Perfect radiation. No slides cracked by heat. No danger of cracking condensers.

High grade projection lenses. Any size image at any distance.

Slide holder adjustment permits righting image on screen when machine rests on an unlevel surface.

Rods have extension sufficient to accommodate lenses of 6-inch to 24-inch focal length.

Tilting joint allows image to be placed at any height on screen. All adjustments completed in less than two minutes.

**The Victor  
Portable  
Stereopticon**

PATENTED 1913

A splendid use of explanatory matter with an illustration.

successful business enterprise (minor premise). Therefore, Advertise (conclusion). With the above clear conclusion before them, business men will still try to build up their business first with the idea of advertising a little later. This method is certainly putting "the cart before the horse." In the same clear way we can arrive at conclusions as to the kind of advertising to do; upon whom to put advertising responsibility, where to advertise, wastes in advertising, etc.

The one essential power that man has that raises him above the animal is his power to reason, why not then rise in this human heritage and reason a bit concerning advertising? Having arrived at conclusions warranted by our data the next step becomes that of appealing to our fellow man, who can also reason. His reasoning ends in judgments. The judgments can form the basis for his will which is the force that gives the action. The action, the thing the reader does, becomes the source of the reward for the advertiser.

## QUESTIONS AND SUGGESTIONS

1. What is reasoning?
2. What is inductive and deductive reasoning?
3. Name factors that interfere with the three "C's" of advertising.
4. Analyze carefully, noting the weak and strong points, of arguments:
  - (a) That appeal to authority.
  - (b) That call for a respect for age, veneration, etc.
  - (c) That depend on certain supposed popular truths.
  - (d) That have their basis in a popular virtue.
  - (e) That are the result of certain emotional attitudes.
  - (f) That depend on statistics.
5. Study some modern text-book on Logic.

## CHAPTER 10

### INDIVIDUALITY IN ADVERTISING

**The Individuality of an Institution Should Express Itself in All Advertising Done—Emphasis and Interest Drawing Capacity Depend on Originality and Individuality—“Talking Points” Are a Necessity, and These Are Often Minor Details Which Furnish the Only Peculiarity of a Given Standard Article—Unique Position and Name—Trade Characters and Trade Marks.**

The most important factor in an individual's life is his individuality. The most important factor in any business enterprise is its individuality, or the points in which it differs from other business enterprises. All growth depends on variation. Here and there an experiment is performed which deviates from the regular routine of business procedure, and the results of this experiment increase our business knowledge.

This series of articles has dealt with advertising facts that are practically common to the needs of every business. In this article

it is the intention of the writer to point out the need for individuality in advertising, and to indicate certain factors that tend to make copy unique and individualistic. If every advertisement were to be like its neighbor, as they were in the English newspapers ten years ago, their monotony would soon cause the readers to turn away from them in disgust. Our magazines present a far more interesting array of material.

The advertising must show the essential characteristics of the commodity that are common to all of that class, then in order to fix itself upon the mind of the buyer, as opposed to the rest of the class, it must have some individual peculiarities. Given a watch, automobile, engine, shoe, or any standardized article that meets the standard requirements, then the selling factor often becomes an insignificant individualistic detail. It would be folly to imitate an article in detail. Some unique feature must be added. The factory with the original product can, because of its experience, produce more cheaply than the new concern. The element of individuality then must come in, in order to enable a new concern to start. This added element may be the name, the wrapper, the form of the article, the method of distribution.

**Make A Family Launch  
On Your Row Boat**

**Castile Portable Boat Motor**

**For Larger Launches**

**The Castle Perfection Motor Co.**

**SWEET Detachable  
Rowboat  
11000 Power  
MOTOR**

**WATERMAN "PORTO"  
MOTOR**

**2½ to 3 H.P. Makes Any Boat a Motor Boat**

**BUY DIRECT FROM FACTORY**

**Freight Paid. See Agent's Price**

**SWEET MANUFACTURING CO., 61 Griswold St., Detroit, Mich.**

**Only 2 Cylinder  
Rowboat Motor**

**MORE POWER  
GREATER SPEED**

**KOBAN  
Rowboat Motor**

**3 H.P.**

**Three and a half  
H.P.**

**Four and a half  
H.P.**

**KOBAN MANUFACTURING CO., 205 South Water St., Allentown, Pa.**

**GRAY GEARLESS  
DETACHABLE  
BOAT MOTOR**

**Mechanically Better**

**\$65**

**\$54.75 Freight  
Paid**

**L. A. Rowboat Motor**

**30 DAYS' FREE TRIAL**

**Order Today.**

**LOCKWOOD-LASH MOTOR CO.**  
170 Durfee St., Fall River, Mass.

**Save The  
Dealer's  
Profit**

**Speedaway**

**DETACHABLE  
ROWBOAT MOTOR**

**Speedaway is the King of  
Detachable Rowboat Motors**

**Yours Before Any Other**

**SPEEDAWAY**

**DETACHABLE  
ROWBOAT MOTOR**

**SPEEDAWAY BOAT MOTOR CO.**

**145 Engle St., FREEPORT, ILL.**

**The Motor that's Better  
Built**

**Look at it from the  
mechanical viewpoint and  
you'll see why the Waterman is better  
built and a better buy. Back of it is the  
experience of 13 years of boat motor building. There's  
nothing freakish about the Waterman—it's a real motor,  
one you can always depend on. This is its third  
season in general use, it has made good  
under all conditions. Can you think  
of a better motor? We know you can't.  
Look at it from the  
mechanical viewpoint and  
you'll see why the Waterman is better  
built and a better buy.**

**Catalog FREE**

**Waterman MACHINERY & MFG. CO.**

**113 South Water Street, Milwaukee, Wis.**

**Wisconsin**

**DETACHABLE  
ROW BOAT MOTOR**

**Over 1000 are in operation.  
Waterman's High Tension  
current motor is the only  
motor that can be used  
in boats up to 15 feet long.  
Waterman's unique  
powerful motor is built  
in a case. Never has had  
breakdowns. Proven  
by the use of the best  
MATERIALS.**

A great number of detachable boat motors following one or two that appeared a year before. All are very much alike but each attempts to feature something individualistic.

### An Example of Individualism

A splendid example of attempt at individualism is exhibited in the development of the small detachable motors for rowboats. The essentials are very much alike. The variations consist in the shape of the rudder, the form of transmission, the tiller, the number of cylinders, etc. Many of these points doubtless are of minor importance, but they form **the talking points**.

A recent automobile catalog features a locking device with an emphasis equal to that put upon other parts of the machine. A moment's reflection would reveal the fact that this locking device can cost but very little to the manufacturer. It certainly is out of proportion when featured more than other parts of the machine. This featuring of the locking device, however, is good advertising because we find that the motor is a standard make, the equipment is well known, the size and weight of the car are about the same as that of other cars in its class. This car has one prominent distinctive feature, the transmission, which is fully described. The calling attention to the little device mentioned above is intended to show the completeness and care for detail in the entire equipment—which it does admirably.



### An Unusual \$1200 Car

UNUSUAL because it is a Real Lambert Car—fully equipped with electric lights and starter—Continental or Rutenber motor—long wheel base—speedometer top—windshield—in fact, every convenience and luxury of the high priced cars.

#### And the Price is \$1200

This model 46 is a light, powerful, roomy and speedy car. Its finish is beyond reproach. You pay less for this than the Lambert model 60 Series C car simply because it is smaller.

Lambert organization and manufacturing facilities—big machine shops—expert mechanics—economical production—have made possible this remarkable motor car.

#### Your Lambert Car Cannot be Stolen

Even insurance from theft is included with this car by means of a small device which makes possible locking the lever when the driver is away. Every detail of the machine is worked out in this same thorough manner.

#### Body

The illustration displays very effectively the pleasing lines of the body.

Its construction is very low. There is ample foot room for the largest passenger. The backs are high and are trimmed with rich, deep upholstering. Turkish curtains—nicely trimmed floor boards—nickel finished instruments on the cowl board—unusually wide doors and inside door handles make the appointments of this body complete.

Although in appearance the car is very low, still we have retained the same high clearance which has been characteristic of Lambert cars in the past years. The gasoline tank is located under the cowl of the dash. Here it is more easily accessible and affords better carburetion.

**LAMBERT**  
MODEL 46 SERIES C

A special minor fact is featured to carry the impression of well worked out detail.

While individuality in business may be a good thing, yet it is full of danger. After the experimental stage is passed the buying public settles down to standardized articles. The freak, or extraordinarily peculiar article is looked upon with suspicion. This is especially true if the cost is so high as to eliminate the trial purchase. In many cases the public has to be educated to the use of certain things. A too radical departure from the beaten path leaves the prospective purchaser in ignorance and results in an unwillingness to change. This is illustrated in the case of the typewriter keyboard. A few American manufacturers have made improved keyboards, but they find they must also manufacture the universal keyboard because the typewriters demand the keyboard they have learned, even though the new keyboard is a positive improvement.

### Possibilities in Uniqueness

The unique article, while it has its commercial dangers, also has great possibilities. The very thing in which it is unique may open up an undeveloped commercial field. Certain inventors found that a steam boiler and engine could be made small enough and powerful enough to furnish power for an automobile. Although they have been unable to com-

pete with the gasoline motor in its field, yet they find their form of power eminently successful for propelling large automobiles over steep and mountainous roads. The shuttle typewriter has not been able to displace the visible bar-strike machine for office work, but it has been found to be a splendid machine where durability, small size and light weight are desired.

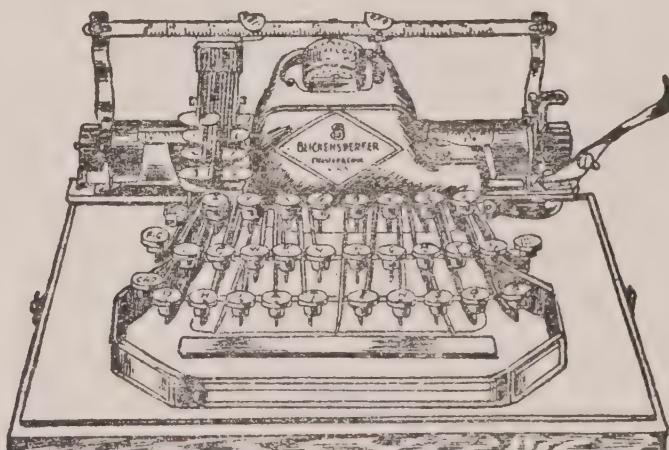
So far the discussion has been concerning the article that is to be put on the market. Now how does the advertiser come in? One of the first things that can be done is to constantly call attention to the peculiar quality that is to make it superior. Repetition and the other advertising features must now emphasize these peculiar facts. They must be brought out so prominently that that particular thing will be demanded every time. This has been done in such cases as in the advertisements of the De Long hook and eye, where we always have the phrase, "See the hump." The Ivory soap people have successfully advertised purity as one of their features, while Ivory's competitor has featured the Fairy oval cake which "fits the hand."

### Unique Position

Another feature which gives individuality

# EVERY BUSINESS REQUIRES IT

STRONG  
ENOUGH FOR ANY WORK ◎ LIGHT  
ENOUGH TO CARRY



A design that meets a special need.

to advertising is the distinct **position** the copy holds in every case. A reader can always know beforehand just where the advertisement will appear. This is clearly brought out in the advertisements of the Tiffany company. We all know that they will be as near as possible to the inside of the front cover of the magazine.

**Style of Type** can also be made a unique feature of an advertising campaign. This, however, can not be made effective unless the copy corresponds. Typewriter companies often utilize this means for setting their copy off uniquely.

A **name** that is peculiarly suggestive is a great asset in advertising. The name should be related to the company or article advertised. It should be short, easily pronounced, easily spelled. There are many examples of names that have become highly individualized. "Uneeda," "Printograph," "Typo," "Walkover," "Come-Packt," are all unique names that really aid in presenting the wares they represent. Recently we have seen the development of the word that brings to mind the name of the company represented. This certainly has in it the element of individuality and avoids the temptation to duplicate again and again such names as "Champion,"

"Acme," "King," "Monarch," "Leader," "Star," etc. These names have been used for so many different things that they have become commonplace. Such words as "Areco," "Texaco," "Clemco," "Y. and E.," "Rosco," certainly are new words in our vocabulary and remind us in some slight way of the company they represent.

In many instances, the **name** of the **inventor**, **designer**, or **manufacturer** is enough to give individuality. These leaders often leave a great heritage to the companies that produce their goods. The name Edison is individualistic and valuable. We see the value of such names as Westinghouse air-brake, W. L. Douglas shoe, Heinz 57 varieties, Horlick's malted milk, Ford automobile.

### **Unique Illustration**

A **picture** can be the special thing in copy. Such a picture must be kept before the public constantly. Sometimes if the picture is just the same every time, without any change whatever, it becomes extremely monotonous and as far as attention value is concerned it becomes negative in effect. The ideal characteristic picture, then, should appear in various forms, attitudes and environments. The Dutch woman representing Old Dutch Clean-

ser, and the jovial negro cook representing Cream of Wheat, are excellent examples of the successful use of a characteristic picture.

The trade-mark is very much like the picture in that it becomes a part of the article it represents. The trade-mark should be made to stand for a definite quality and standard.

Heredity, training, habit, experience, authority, fashion, public opinion and inertia, tend to put us into a rut in advertising, as well as in other matters. You know, "a rut is only a grave with both ends knocked out," according to Billy Sunday, so many an advertiser can get into his grave by refusing to do something unique.

Individuality must be recognized, as it is the essence of emphasis. The public is watching for the man who can put ideas together in a way they have never been put together before. This same public will also pay that man for his contribution. No matter whether it is in production or exploitation, it pays to do or have something that is different. Novelty is one of the prime factors in involuntary attention, therefore it becomes one of the best advertising forces. The only caution to be given is that if we depart too far from the conventional, the copy becomes freakish

and defeats its own purpose. However, as long as information is given and as long as the only safe business policy of honesty is followed there will be little danger of excessive individuality.

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## QUESTIONS AND SUGGESTIONS.

1. What are the dangers of conservatism?
2. What are the dangers of individuality?
3. Should an advertiser have confidence in himself?
4. What causes failure in the “freak” ad?
5. How would you develop efficient individualism?
6. Make a list of articles to which the term “star” has been applied; “Champion”; “Monarch;” etc.

## CHAPTER 11

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### INTEREST AND ATTENTION

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**Interest and Attention Closely Related, But We “Give” Attention and “Take” Interest**  
—When an Advertisement Interests the Public Its Success Is Accomplished, for It Is Nearly Always Interest that Secures Action—How to Arouse Interest  
—Proper Balance Between Old and New Knowledge in Advertisements  
—Mediate and Immediate Interest

The highest compliment that can be given to an advertisement is, that it is interesting. After all other factors have been brought out, if it proves uninteresting it will render little service. Nearly all the factors we have discussed so far enter into making an advertisement interesting, yet if they are not well combined the result will be disappointing. When reading matter is interesting it has in it such qualities as to cause the absence of any gulf between it and the readers.

Interest is closely related to attention. Any factor that attracts attention at the same time will arouse interest. Attention is

the objective expression of the interest which is a subjective feeling attitude toward the thing in the focus of attention. Popularly this distinction is brought out in the phrases "we give attention, but we always take interest."

Interest is the great organizing factor in mankind. It is the intellectual feeling that fosters the organization of ideas into definite systems.

We are not, however, concerned with a technical discussion of interest, but we have defined it sufficiently to discuss it intelligently.

### To Arouse Interest

The problem of the advertiser is how to arouse this feeling favorable to the mental impression that is desired. If an absolutely new proposition is presented, something about which the reader knows nothing, very little interest will be aroused. No one finds a lecture in a foreign language, which he cannot understand, holding his attention for any considerable length of time. A technical discussion in which many of the terms are vague or obscure soon becomes tiresome. When it becomes necessary to present the technique of a manufacturing process or the details of a



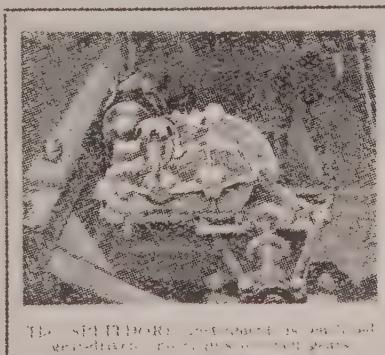
## A Magneto For Ford Cars

to give the popular motors the response and flexibility of the highest priced automobiles!

The Splitdorf Electrical Company is producing an improved instrument of special construction to meet the special demands of Ford cars, known as the

### SPLITDORF FORD SPECIAL WATERPROOF HIGH TENSION MAGNETO

"Ford Power Possibilities" is a booklet fully describing the Splitdorf Ford Special High Tension Magneto in detail, and its many positive advantages to a Ford machine with illustrated details of installation. Send for it *Today*—it's *Free*.



THE SPLITDORF magneto is easily and  
conveniently installed on any Ford car.

### SPLITDORF ELECTRICAL COMPANY

ATLANTA, 110-12 E. Harris St.  
BOSTON,  
St. Germain St. and Mass. Ave.  
CHICAGO, 647, 11th St.  
CINCINNATI, 889 Race St.  
DALLAS, 11142 S. Ervay St.  
DAYTON, 111429 East 3rd St.

DETROIT, 1072 Woodward Ave.  
KANSAS CITY, 2828 Grand Ave.  
LOS ANGELES, 1111 S. Hope St.  
NEW YORK, 111290 Broadway St.  
LONDON, BUENOS AIRES  
NEW YORK, 11826 W. 63rd St.

PHILADELPHIA,  
10th & N. 6th St.  
SAN FRANCISCO,  
1118 Geary St.  
SEATTLE, 11115 Broadway  
TORONTO, 11129 Yonge St.

An illustration that draws attention by the expression of energy.

mechanical design it is essential that the language be clear and the illustrations such as can easily be understood. Fortunately all those who read advertisements are at least literate; therefore they have a considerable fund of knowledge to which facts can be related. An apt illustration, a striking analogy, going from a well known fact to the one not so well known, are all important factors in school-room teaching. They are just as instructive and just as efficient in the great advertising-instruction campaigns. Advertising material that appeals to no appreciative mass will bring very little result.

That which is old, well known, habitual, becomes tiresome, and if attention is forced, it is attended by ennui and may cause the opposite of attention, aversion. The old king who listened to the story of "then another locust went in and carried out another grain of corn; and then another locust went in and carried out another grain of corn," etc., must have suffered in a manner not unlike the ever recurring advertisement that persecutes by appearing in the same old language with the same old size space. We know beforehand just the contents of that advertisement; therefore it is not read because no information will be given, the picture is too well

known, no growth can come to the reader.

### Balance Between Old and New

To create the most interesting material it is essential to maintain the proper balance between the old and the new. That which is always known must form the point of departure to that which is not known. Too much of "new" causes an excess of erratic stimulation, leaving the mind overwhelmed with a chaotic mass of material. Too much "old" permits one to drop to the habit level, thereby discouraging new activities. When no reactions are brought about there is little likelihood of a purchase.

Children playing their games are interested in the process itself. When the performance carries its own interest values, the interest is known as **immediate interest**. Immediate interest factors in advertising are, color, symmetry, clearness, space, balance, harmony, in fact, all that which pertains to the general art of an advertisement. These factors have been discussed under other chapter headings.

In addition to the above, certain other incentives are used for arousing an immediate interest, such as an appeal to a fundamental instinct, humor, ideas of action and energy,

unique devices and statements.

### Mediate Interest

Interest that depends on some previous conception, idea, ideal, or a future aim is called **mediate**. It involves more of the consciousness of the individual. Immediate interest is in connection with the sense material while the mediate depends on the mental. If an advertisement has in it the elements of reasoning, decision or any other involved mental activity the interest factors must be involved or mediate.

The natural transition in the daily routine of life is from the direct interest to the more remote interest. The child develops from his immediate interests those that are mediate and serve him best in his struggle for existence as an adult.

The advertisement should follow the same general rules. Something in its form or other special feature should hold the attention momentarily by means of the immediate interest aroused. This in turn can be followed by more remote interest appeals until the real fundamental appeal is made. Many commodities carry within them qualities that will call forth both types of interest. An automobile advertiser should have very little trouble



### The Man Who Gambles

With money is playing for safer than the man who gambles with health.

Money when lost can sometimes be regained, but health lost is another matter.

Every person gambles with health who drinks coffee; it contains caffeine, a subtle cumulative drug. It may not seriously affect one at once, because its work is slow—but sure.

Coffee poisoning shows in headache, sleeplessness, indigestion, heart trouble, nervousness, and a dozen and one other aches and pains.

The safe way is to quit coffee and use

## POSTUM

It is made of wheat and a small proportion of wholesome molasses, skilfully roasted and blended to produce a delicious Java-like flavour.

You get the rich fond value of the grain in Postum, and it is absolutely free from caffeine, or any other drug.

Postum comes in two forms:

Regular Postum—made by well-boiled 15c and 25c packages.

Instant Postum—soluble—goes along—made in the cup with hot water, instantly. 10c and 15c tins.

Both kinds are delicious—can per cup about the same—sold by Grocers everywhere!

*"There's a Reason"*

for  
**POSTUM**

A remote interest appeal that indirectly leads to the main topic.

in finding interest incentives of all kinds. Life insurance, on the other hand, depends largely on remote appeals. The problem of the insurance copy writer is to find an effective, immediate appeal that can easily be led into the remote appeal that has to be brought out prominently. Interest is, after all, only one phase of the whole problem of feeling. The interesting thing is that which has a pleasant feeling-tone accompaniment. The uninteresting thing is characterized as unpleasant.

If a passage of reading matter is hard to understand, it is unpleasant, therefore uninteresting. Anything that requires constant willing to hold the attention is likely to be uninteresting.

Psychological experiments have shown the attention can not be held on one idea much longer than ten seconds. If the material at hand is very simple the fluctuations of attention are likely to occur more rapidly unless a great effort at fixation is made.

The practical application of the above facts would consist in writing advertisements in which variety exists, and seeing that this variety is so related as to bring about the desired results. Terse, meaty statements hold

the attention much better than long involved sentences.

### Ideas Come in Succession

Attention can only be focused upon a very limited field of consciousness. Ideas come in succession rather than abreast. The factor that determines what idea shall come next is the association that exists between the one and the other that went before. The advertisement then must be built up so as to present a nicely associated series of ideas that will result in the final desired action. It is poor psychology to present a whole array of unsupported facts to be taken at once, and then to attempt a general proof of the argument by a kind of "blunderbuss" series of statements.

A broadside of arguments is a waste of ammunition, while one carefully aimed argument with plenty of ammunition behind it is much more likely to bring home the game.

Finally, interest is the great factor that leads up to so-called acts of will. Our aversions, desires, moral scruples, attitudes, moods, sentiments and temperaments are largely the expression of our remote interests.

If advertisers can arouse interest, the will

can finally be made to cause reactions in the right direction. Interest is measured largely by the attentive attitude. Interest is the result of all the effective advertising appeals. It is the measure of work well done.

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### QUESTIONS AND SUGGESTIONS.

1. What is the relation of attention to interest?
2. What is the effect of the "old" and the "new" on interest?
3. Define and differentiate mediate and immediate interest.
4. Find an interesting bit of reading matter and analyze it for its attractive factors.
5. Try to see how long you can focus your attention on one unvarying object.

## CHAPTER 12

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### DETRIMENTAL FACTORS IN ADVERTISING

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#### Psychological Conditions that Can Harm the Efficiency of the Ad—Disappointments, Impatience, Lack of Originality, Vanity, Falling in a Rut

Psychological factors have thus far been considered with a view toward their successful application to business. Erroneous methods have been pointed out from time to time. Some glaring faults have been shown in some of the previous chapters. It therefore will be my task in this chapter to call the attention of the readers to some phases in human behavior that have caused advertising to fall short of its expectations.

Nearly every man who has had advertising to do, will, at one time or another, have asked, "Well what was wrong with my copy this time." It is not possible to point out the specific cause of failure in each instance. In many instances, however, a trained man would be able to find the fault. It is the intention of this chapter to point out some mistakes that are made very often.

### **Do Not Expect Results Too Soon**

A mushroom can grow up over night and shrivel away in the next noonday heat. A firm oak requires years of steady growth to strengthen itself against the elements. Many a business man has been disappointed when he has spent a neat sum of money on a fine appearing magazine to find that his mail had not increased immediately. Too many expect their first entrance into the advertising field to be accompanied by an immediate increase in the postal carrier service, the employment of several additional stenographers, and the enlargement of their office space in less than thirty days. Now if any immediate results come at all the indications are extremely favorable. The results of advertising are extremely cumulative, just as your reputation in a new community. It is a primitive trait to expect immediate returns for our efforts. When we enter a new field of experience we usually resort to our primitive thinking which is highly instinctive and rarely reasonable. The first plunge into advertising brings with it the impulsive desire for immediate returns much as the child who wants his demands satisfied without delay. A moment's reflection will show that many who will buy the newly advertised article are not

ready for it at that particular time. The name, the place to buy, and everything else may be satisfactory but the need does not arise for days, weeks or even months. Advertising is like our personality, it goes from one individual to another until it reaches throughout an eternity.

### Begin With a Large Ad Rather Than a Small One

The advertising solicitor has presented his arguments to the manager of a large business. The manager has listened patiently and is convinced of the merit of the claims. The manager paints mental pictures of orders coming in, of the factory running overtime. He is inspired by the accounts of what advertising has done for Grape Nuts, Ivory Soap, the International Harvester Co., etc. Suddenly in his burst of enthusiasm he shouts, "Well! I am going to try it. What are your rates?" The ready solicitor presents his dummy forms with the rates conveniently marked on them. He is urged to take a full page. But the conservative business man finally decides to try one eighth of a page. The pleadings of the solicitor are in vain, he will not try more. The disappointed but experienced solicitor knows that in a month

**IVER JOHNSON**

**Worth a Million**

You are one of several million people who believe that "Iver Johnson" stands for good quality in firearms, bicycles and motorcycles. We could trade on that faith and use inferior steel and cheap labor—for a year or two. No doubt in that time we could clean up a million dollars extra profit. So figuring it that way the name "Iver Johnson" is doubtless worth at least a million.

But think how much more profitable it will be for us to justify and foster your confidence—to hold the confidence of generation after generation—by maintaining the high quality and reputation of our product.

Just as a matter of investment it pays us to use the finest steel, the most accurate machine processes, the most exact methods of tempering; and to command the services of the ablest designers and engineers.

Our 32-page book, bound in board covers, tells in a simple and convincing way why the Iver Johnson Revolver is the standard side arm of the world; why the Iver Johnson Chambered Gun is accurate and dependable; why the Iver Johnson Bicycle is the choice of nearly all of America's crack riders; why the Iver Johnson Motorcycle has been pronounced by eminent engineers to be a mechanical masterpiece.

*Send for this Valuable Book*

**IVER JOHNSON'S ARMS & CYCLE WORKS**  
 307 River Street, Fitchburg, Mass.  
 99 Chambers St., New York  
 717 Market St., San Francisco

A splendid advertisement for a variety of commodities.

there will be a disappointed manager. This scene has been acted over and over again. The writer has played the part of the solicitor on many different occasions. Business men simply must realize that psychologically the first impression is the hard one to make. The inertia of the public can be overcome only by a tremendous force. When you present yourself to the advertising public you should be on dress parade just as you do when you have a grand opening for your store. The laws for forming a mental habit, or for fixing memory are (1) a strong first impression, (2) repetition, (3) permit no exceptions. Of these three No. 1 is probably the most important. So instead of starting easy with the hope of increasing later reverse the process. Start with a dash for the great lead gained is in the start.

### Originality

Two types of errors are often made which can be classed under the topic of originality: One, where the author really feels that something original has been done which proves on investigation to be very old, the other, where originality is so extreme or so out of harmony as to be eccentric.

Original ideas are rare. If we were to be-

lieve the claims of novices original ideas would be as thick as sand in the Sahara. The facts are that all images are built of experiences. In advertising then we may look to the experienced man for the helpfully original ideas rather than the novice. A year ago a self-confident young man thought of a name, trade-mark and a characteristic illustration which he believed to be truly original and just the idea that would "boost" his firm. An older man examined his sketch and smilingly told him where he could find his copy. He led the young man by a window where the essentials of his picture were portrayed and a few moments later pointed out the border design in a book lying in a bookseller's window. Fortunately the combination did not make a bad a cut for the business, but the young man's pride was much humbled to find that he had had so little originality.

Defeated in their attempts to be original some advertisers bring such outlandish ideas to be related to their advertising that they fail to call attention to anything but their eccentricity. Freaks and eccentricities fail to advertise anything but their own peculiarities. The safest type of originality, then, arises out of the free, sensible exchange of ideas of the successful advertising men, such

as are found on the pages of our leading advertising magazines.

### False Pride or Vanity

Many business men insist on being masters of advertising. It seems strange that men who have judgment enough to hire a bookkeeper when bookkeeping is wanted, employ a plumber when pipes are bursted, leave the cutting of their meats to a butcher, yet will insist that in addition to the executive work of their business that they know the whole advertising game. Time and again the advertising man's advice is turned down with the "You can't tell me how to run my business" attitude. Experience has often proven that the judgment of the man who brings the greatest amount of selected knowledge to bear on the situation is of most value. The advertising man's judgment should then prove its worth.

Another form of this vanity is often found in the ease with which an advertiser can be won if his picture is published or when fine things are said about him. Pride in one's business is perfectly justifiable but when that pride stands in the way of improvement it is a bad form of vanity. Much of our advertising has been made dull because some man in-

sists on his favorite portrait being published far and wide in the same unchangeable form.

### Fixed Habits

Another factor that tends to weaken advertising is the mental law of habit. A thing that has proven efficient once is likely to be used over and over again far beyond its limit of possible success. Thus may an advertising man have fallen into a rut. The same factors that keep you young and aggressive in business must also keep your advertising young and aggressive. The old form must not be worked to death. Growth and change are the surest signs of life.

### QUESTIONS AND SUGGESTIONS.

1. Make a list of faults that you can find in a series of piano, insurance, soap, clothing, etc., ads.
2. What is the difference between pride and egotism?
3. Must an advertisement always be original?
4. To whom would you go to get good criticisms?
5. Are the faults in advertising peculiar to this line of work or are they common to other forms of constructive endeavor?

## CHAPTER 13

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### HONESTY

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Honesty Needed in Advertising—Responsibility Hard to Fix—Complex Social Relations—Temptations to Abuse Advertising—Efforts to Root Out Fraud—The Ad-Man's Duty

A book on advertising would not be complete without a chapter on this old virtue—honesty. The genuine, old-fashioned Abraham Lincoln type of permanent truth and reliability is everywhere in demand. Honesty or business honor is the one cardinal virtue of commercial life.

Business honor has become a greater problem at the present time than it has ever been before. The complexities of society constantly present new view points as to what is the honest attitude. Responsibility is much harder to fix than formerly.

In a recent visit to a tomato canning factory I noticed that every precaution had been taken to insure a clean pack. All doors and windows were carefully screened. The plumbing was the best that could be installed. All recesses and cracks in the floors and walls had been carefully avoided. Ample provision

was made for employees so they could keep their hands and clothing clean. The tomatoes were carefully cleaned and exposed to the air as little as possible. In fact I felt that that particular brand of tomatoes must certainly represent all that human skill can do in producing a sanitary product. The superintendent conducted me to the automatic can filler, where a plunger forced just so much of rich, red, juicy pulp into a can at each stroke. This machine was inclosed in a screen cage to doubly protect it against flies. A young woman dressed in white was attending the machine and was provided with clean cloths with which to wipe up any splashes that might occur. A boy was carrying away the cloths as fast as they became soiled. While the superintendent was in another part of the room, the boy away, I suddenly noticed this young woman, in white, throw one of her soiled cloths under the plunger of the machine to be neatly canned up as tomatoes. Some customer will receive that can, it may be in the United States, Canada, or, the far off Orient. In any event fierce criticism will be heaped upon that brand of tomatoes and perhaps on all forms of tin-canned goods. Who was to blame?

Our modern society has become so inter-

Copr. Life Pub. Co.

*What is the man saying?*



How should we know? But of one thing we are certain. It would take more than the Humorous Number of LIFE to make him feel any better.

## *Life's*

Humorous Number is something new. It will probably never be repeated. All the wit and humor in the world in one number, Tuesday noon, April 14. Ten cents. Walk up to your newsdealer and tell him you want the only Humorous Number LIFE ever issued. He'll know.

*SPECIAL OFFER*  
Enclosed find One Dollar (Canadian \$1.13. Foreign \$1.26). Send LIFE for three months to

Open only to new subscribers, no subscription renewed at this rate  
LIFE, 16 West 31st Street, New York 11  
(One Year \$5.00 Canadian \$5.52 Foreign \$6.04)



A quick transition from immediate to mediate interest.

woven in its processes that no one can commit an evil act either of omission or commission without its detrimental influences reaching out in a rapid rate. During the colonial period the immediate maker of shoes was known, the weaver of cloth sold her own product, the smith was under the direct observation of the man who received his goods. The rewards for honesty and the punishments for dishonesty were quickly and easily given.

Today the business world deals so indirectly with the consumer that undue temptations arise. Organization has been developed at the expense of the feeling of personal responsibility. Negligence in the condition of a food product smites the victim who does not know the source of the blow. What has all this to do with advertising?

Advertising is the great motor of large modern business. Every advertisement that deceives, reduces the efficiency of advertising. The great enemy of advertising is the fake ad, the ad that deceives no matter how little that deceit may be.

The powers of printer's ink are so great that it is the source of great temptation to the man inclined to be dishonest. For a time all advertising was considered somewhat of a fake and sham. Formerly an article was felt

to be condemned if it would not sell without being advertised.

Patent-medicine men for a time completely over-ran our magazines and newspapers with their advertisements until the American public was soaking itself with a lot of cheap, worthless nostrums. Fake investment schemes have robbed the public of vast sums of its well-earned money. Thousands of acres of land that never existed have been sold through the columns of our great periodicals. Tons of brass, copper and quartz have been eagerly bought as gold and diamonds.

Men with better training and better morality have entered the field. Advertising has developed to the point where it can be called a true profession. The ad-man is as keen-eyed, and clear witted as the most respected lawyer or business man. The great executive, who in his factory renders the services of efficient production to humanity, deserves no more honor than he who from his commercial watch-tower utilizes every form of publicity, putting that product on the market. He is the social analyst who has his hand ever on the pulse of human desires. He is the economist who knows the practical side of the law of supply and demand. Advertising has become the silent, courteous, ever-present salesman

waiting day and night to serve you and me. Advertising has brought about great educational reforms in our eating, sleeping, reading, playing, working, in fact in every phase of human behavior. The church, the school and other institutions serve their purpose and in as an institution also has its great mission in the development of mankind.

The United States government through its Post Office Department has done much to eliminate fraud from our mails but its work has only begun. There are still many small frauds that hamper the path of the legitimate advertiser. Our leading periodicals have taken a bold stand in not admitting advertisements that in any way seem doubtful or, that might injure the confidence of their readers in their pages. This movement has been of great service to the advertisers in these respective papers who stand for the highest type of business morality. Unfortunately even the most rigid examination fails at times to reveal the fraud, and, if regulations were too stringent much good advertising might be barred.

In spite of the tendency toward honest advertising there still remains much to be done. Our cheap periodicals are full of advertise-

ments that while they may not be lies, nevertheless are grossly misleading. The advertisement of a "watch-chain and charm" can read watch chain and charm for twenty-five cents, with an illustration of a watch, chain and charm. At a certain address in New York you can obtain a high-grade steel-engraving of Benjamin Franklin. The engraving consists in a one-cent stamp. Hardwood furniture made of cheap grades of beech, etc., is often ordered with the impression that it will be oak, because it has been advertised as beautifully oak-grained.

The mail order advertisement at times carefully mentions just those details that make the article seem standard and disappoint the buyer by falling short of his expectations. Some of our better mail order houses realizing that to build up a permanent business they must satisfy customers, describe articles so it will be clearly understood just what to expect.

Young advertising men too often in the intoxication of their enthusiasm become extremists endangering the very profession that promises them their living.

One of the great duties of the advertising man is not only to be honest himself but also

to rid the advertising profession of those charlatans who live like parasites upon the fruits of honest endeavor of noble, intelligent, business men.

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### **QUESTIONS AND SUGGESTIONS.**

1. Define honesty.
2. What are some of the problems in present day honesty?
3. What are the temptations for dishonesty in advertising?
4. What harm can come to advertising through dishonesty?
5. What measures can be taken to insure honesty in advertising?

## CHAPTER 14

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### THE ADVERTISING MAN AND HIS OFFICE

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#### Qualities of a Successful Advertising Man— He Must Be An All-Round Man—His Of- fice Equipment—Knowledge of Printing —The Man

The man who advertises may work at it two hours a week or eight hours a day. He may hold a position that pays from ten-dollars-a-week to ten-thousand-dollars-a-year. In either event the qualities that make for ultimate success are much the same.

The qualities that make for progress, leadership, success in any walk of life are the same qualities that make the successful advertiser. He must be a man.

An open-minded, intelligent man who is in touch with the business activities of the world finds advertising his opportunity. The sales must be followed up. New developments in the business must be on his tongue's end. He must hear from his trade through every available source. No one can close themselves up within the four walls of an office and succeed.

Words and sentences are the medium of

exchange of ideas for human beings. Advertisements must be stated in clear forceful **English**. One qualification in advertising is the ability to use good, straight-forward language. This does not mean that a splendid literary style is needed. Poets, and novelists do not do the world's advertising. Spelling, punctuation, clearness, and constructions must all be known. The special forms, such as rhymes, stories, etc., can be obtained from those who make a specialty of this kind of work just as the pictures for illustrations must be obtained from artists.

**Executive ability** counts here just as it does in any position of trust and organization. The quick judgment of the difference between the important and the unimportant forms the basis for the economy of time. The ability to see all the possible implications of a situation forms the basis for good judgments.

Advertisements go out like many regiments of soldiers warring for commercial recognition. It, therefore, requires **generalship** to direct these forces. A competitor is constantly seeking the weak points for a counter attack. The quick, decisive activity is what will save the day for you.

The ability to join together odd bits of ex-

perience into present conscious act is a part of the advertising game. This requires the power of **imagination**. Constructive imagination has been the source of the advertiser's progress. The work of the advertiser is not a matter of magic. He has as definite a system of schooling through which he can prepare himself as any professional or business man. He must be a student first of advertising, its history, its principles and its effects. He must then learn to know the people to whom it is addressed. This calls for a study of sociology, and psychology. Finally, he must know his tools or media. This information comes from a study of printing, illustrations, salesmanship, publishing, etc.

Finally, the whole matter can be summed up by insisting on the use of "common sense" or **judgment**. The advertiser must know what to do and what not to do.

### The Office

Given the workman we now must plan his work-shop. Where returns can not be definitely checked up as in advertising it is essential that every effort be made to systematize the work.

A loose-leaf or envelope reference book should be kept in which are preserved sample

ads, rates and general information concerning the work to be done. This information must be carefully indexed to be of any service.

Card or loose-leaf schedules of rates and circulation of possible advertising media should be available. It will save time in making the final estimates if the rates have been calculated in terms of price per thousand subscribers. The size and prices of different amounts of space should also be carefully listed.

An accurate record of all advertising contracts should show the medium chosen, address of advertising manager, circulation, space taken, price, time of closing forms, exact sizes of space, region of circulation, references, possibility of inserting reading matter, and special features.

Some system of keying should be adopted so as to profit by the results of different periodicals and different ads. For Suggestions, on checking the ad, see Chapter 2.

Carefully organize and plan the campaign by means of charts, maps, commercial reports and all other available material.

Dummy forms and rough drafts are indispensable for good work in advertising.

Good compositors can usually set mater-

ial better than one who is inexperienced in printing, yet certain estimates of the amount of material to put into space can only be made with a knowledge of the type-faces.

If the size of the type is to be indicated it can be done by placing the point size in the margin of the dummy form. The size of type is usually shown by the number of points. This, however, does not indicate the size of the printed letter as the nature of the type-face varies for different styles even though the point space occupied remains the same. A point equals  $1\frac{1}{72}$  of an inch. The letter m in 12 point type, the size used in this book, would occupy a space of  $1\frac{1}{6}$  of an inch in height and  $1\frac{1}{6}$  of an inch in width. Type catalogs will give illustrations of the various faces. No printing office can carry all of them in stock but many varieties are usually available.

Filing and recording devices must be adapted to the needs and volume of the advertising business and no general rules can be given.

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### QUESTIONS AND SUGGESTIONS

1. What are the essential qualities of successful men?
2. Can these qualities be acquired and

cultivated or must they be born with the individual?

3. Make a list of books that should be read by advertisers.
4. If you were given \$1,000 with which to equip your office what would you put in it? If you only had \$100 what would you buy?
5. What are the essentials of good English?

## CHAPTER 15

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### WRITING THE ADVERTISEMENT

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#### How to Write An Advertisement That Will Bring Results

##### **A Plan and preliminary preparation.**

**1. Find the main selling appeal for your particular kind of goods.** Find the instinct to which it will most likely appeal. Decide as to whether argument, publicity or an emotional plan will bring the best results.

**2. Awaken motives that will lead to a purchase.** Having found the psychological appeal make it lead directly to the buying act. Show that it will make life more comfortable, efficient, etc.

**3. Exploit your particular line or store.** Make the copy individualistic enough so it can not be mistaken for the other fellow's. When the public thinks of your ad see to it that they do not think of your competitor's place of business.

**4. Advertise the things you want to sell.** Blunderbuss copy does not bring results. Be

specific. Make it lawn-mowers, or cutlery, or grinders, or toys, or locks, not just hardware.

**5. Hold out some inducements to those who are not regular customers.** An established trade is a splendid asset but to be able to increase that trade is more gratifying.

### **B. Novel Schemes.**

**1. Individuality.** Can you present something good yet different? Is there something in your copy that identifies **you**?

**2. Pictures that attract.** An illustration that does not follow the beaten path yet has its artistic and illustrative merits is a splendid factor.

**3. New service and sales schemes.** Analyze your buying public and see if some service has not been overlooked. A new demand may spring up that will bring wealth to the one who first sees it.

### **C. Preparing the Copy.**

**1. Select good headlines.** The headline ought to have attention value. It should actually contribute toward the sale of the goods.

**2. Clear body type.** The news of the advertisement must be given in such a way as to be easily understood. Short sentences and common words must tell the story.

**3. Definite reasons.** The argument must be logical and the steps in it clear. The reasons must be of a kind that are universally acceptable.

**4. Expect an immediate response.** Do not leave the impression that delay is invited. A quick response is always desirable. Delay means failure. Of course impatience must never be shown but active, prompt service always suggests quick action.

**5. Place the material in the most advantageous way.** Block out your space so cuts and copy mutually support each other. Do not overcrowd. Do not waste space.

#### **D. Selections of Mediums and Space.**

**1. Locate the buyers of your goods.** Find the geographical and sociological distribution of those who will likely buy what you have to sell. Carefully select the best means of reaching that group.

**2. Choose the mediums carefully.** Find out the means used in getting the subscription lists. Will the circulation prove permanent? Investigate the nature of the territory that is represented and the ideals of the publication.

**3. Decide upon your position and space.** The amount of money you have to spend will determine the amount of space and its position. See if the advertisements near yours will likely help or mar the effects of your copy.

**4. Carefully distribute your expenditures.** Do not waste all of your funds on one striking ad. The first impression is important but it must also be followed up.

#### **E. What To Do For Yourself.**

**1. Test your returns in every way possible.** Check up inquiries, returns, orders, keyed ads, etc. Profit by your mistakes and successes.

**2. Analyze failures.** Do not be content in merely knowing that a certain copy failed but try to find that particular element that caused the failure.

3. **Keep records carefully.** The advertiser needs numerous references. These references must be so kept as to really be of service.

4. **Keep an "idea" book.** A little note book in which the "accidental" ideas are recorded will help you in doing new things. Keep your eyes open for suggestions, and keep these for future use.

5. **Grow.** Build upon your past experiences. Do not become the victim of dogmatic opinions. Be alive. Use every opportunity to get real information. The highway to success is marked by the milestones of life's enthusiasms.

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